



DEPARTMENT OF TRANSPORT



**DEPARTMENT OF ENVIRONMENTAL
AFFAIRS AND TOURISM**



SOUTH AFRICAN MANUAL FOR OUTDOOR ADVERTISING CONTROL (SAMOAC)

Based on a research project under the leadership of Prof WF van Riet from the Department of Landscape Architecture at the University of Pretoria undertaken on behalf of the Department of Environmental Affairs and Tourism and the Department of Transport.

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Editor: Frans Jordaan

Ordering address:

Director: Environmental Impact Management
Department of Environmental Affairs and Tourism
Private Bag X447
Pretoria
0001
South Africa

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Foreword

The importance of the visual environment is often underestimated or is perceived as a fashionable and luxury environmental concern with no relevance outside the extravagant lifestyle of the upper reaches of modern society.

The real value of the visual environment must be measured against the background of the tourism industry. Visual resources such as scenic landscapes and cultural streetscapes constitute major tourist attractions. The visual environment also forms a backdrop to most other tourist activities such as game watching, touring, entertainment, shopping and sport. The visual environment can be seen as the fabric that gives meaning and substance to any tourism experience. Each country, area, city or town has its own unique visual character and atmosphere which plays an important role in the quality of any tourist experience. In South Africa, with its richness and diversity of landscapes and cultures, it is of the utmost importance that the element of local character should be strengthened and enhanced when and wherever possible.

Since the visual environment is interwoven with the fabric of any tourism industry the real need for visual resource management in South Africa is evident from the fact that the tourism sector of this country has all the potential of providing the basis for and sustaining the Reconstruction and Development Programme of the South African government.

The visual environment also plays an important role in creating better human living environments for all communities in South Africa. Section 24 of the Bill of Rights in the Constitution of the Republic of South Africa states that "... Everyone has the right to an environment that is not harmful to their health or well-being..." The visual environment is a key to ensuring mental health and psychological well-being. It has an immense impact on how we think and act as human beings. Research has shown that the visual environment has a definite influence on human behavioural patterns such as vandalism, attitudes that determine the productivity of office workers or even the crime rate. It also plays an important role in creating healthy communities. A sense of place and identity is created by means of the visual environment which leads to community pride, a sense of security and permanent belonging, human dignity and enthusiastic citizen involvement.

Outdoor advertising and information transfer fulfils an essential function in modern society. It directs, guides and informs as to locality, product, activity or service and contributes to economic growth in general. However, if outdoor advertising is not controlled properly it could have a very real impact on tourism resources and the human living environment, as was experienced in countries such as the United States of America. Most advertisements are aimed at the road user and may therefore also impact on the road environment. Control measures are therefore needed to ensure that road environments will be conducive to safe and pleasant driving.

In the past a rather strict control system was in force in natural and rural areas. However, a recent relaxation of the enforcement of these control measures has led to a serious proliferation of advertisements and signs in certain cases. The need was also expressed by the outdoor advertising industry for a revision of existing control measures in order to arrive at measures that would be more representative of the needs and lifestyle of modern society. Seen against this background, this manual is aimed at providing an efficient and effective framework and guidelines for outdoor advertising control in South Africa.

In applying these guidelines controlling authorities and the advertising industry alike should strive to strike a balance which would allow for advertising opportunities and economic development, on the one hand, and traffic safety and the conservation of visual resources, on the other hand. Instead of being detrimental to the visual environment outdoor advertising should be used in a manner that will be conducive to urban streetscapes. This leaves the outdoor advertising industry with an immense challenge to contribute to the creation of more pleasant visual environments.

Since this manual constitutes only a framework and guidelines for outdoor advertising control practical cases may be encountered which do not match the prescribed classification or conditions. The needs of controlling authorities may also differ in accordance with local conditions and the character of the areas under their jurisdiction. Municipalities who wish to publish advertising by-laws may therefore have to adapt this manual

to suit their specific needs. Since by-laws must be more exact this document will not be entirely suitable to be used for the purpose of by-laws in its present format. However, a basic legal and technical check has been done on this document to minimize any possible vagueness or ambiguity in the interpretation thereof, and to facilitate the drafting of by-laws by municipalities.

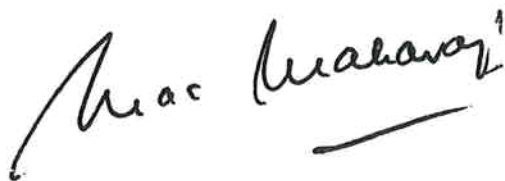
Cases may also be encountered where existing signs for which permission has been granted may contradict important conditions in this manual. Controlling authorities will therefore have to consider phasing out such signs over a period of time. The necessary guidelines for the implementation of this manual, which will address problems such as these, is envisaged for the future.

The existing part of this document should not be seen as finalised since the development of new advertising techniques and methods will necessitate a continual updating-process in order to accommodate such changing circumstances.



Z Pallo Jordan

Minister of Environmental Affairs and Tourism



Mac Maharaj

Minister of Transport

Definitions

For the purpose of this manual:

ADVANCE SIGN means a sign indicating the direction or distance to a facility, locality, activity, service or enterprise.

ADVERTISEMENT means any visible representation of a word, name, letter, figure, object, mark or symbol or of an abbreviation of a word or name, or of any combination of such elements with the object of transferring information.

ADVERTISING means the act or process of notifying, warning, informing, making known or any other act of transferring information in a visible manner.

ADVERTISING DEVICE means any physical device which is used to display an advertisement or which is in itself an advertisement.

ADVERTISING STRUCTURE means any physical structure built to display an advertisement.

AERIAL SIGN means any sign which is affixed to or produced by any form of aircraft and which is displayed in the air.

ANIMATION means a process whereby an advertisement's visibility or message is enhanced by means of moving units, flashing lights or similar devices.

AREA OF CONTROL refers to the degree of advertising control to be applied in a specific area, i.e. maximum, partial or minimum control, in accordance with the visual sensitivity of the area and traffic safety conditions. Area of control is also used to express the *degree of landscape sensitivity* of specific areas.

ARTERIAL ROAD means a road which, in the opinion of the roads authority, functions as a main carrier of traffic within an urban area.

BACKLIGHT UNITS (BACKLIT) means advertising structures or devices which house illumination in a box to throw light through translucent advertising printed on plastic or heavy duty paper for higher visibility and extended night viewing.

BALCONY means a platform projecting from a wall, enclosed by a railing, balustrade or similar structure, supported by columns or cantilevered out and accessible from an upper-floor door or window.

BASIC LANDSCAPE SENSITIVITY indicates the visual or aesthetic sensitivity of the landscape with regard to outdoor advertisements and signs in terms of three basic landscape types which are, in order of sensitivity, *natural, rural and urban landscapes*.

BILLBOARD means any screen or board larger than 4,5 m², supported by a *free-standing* structure, which is to be used or intended to be used for the purpose of posting, displaying or exhibiting an advertisement and which is also commonly known as an advertising hoarding. The main function of a billboard is to advertise non-locality bound products, activities or services.

BIT OF INFORMATION refers to the basic unit for measuring the length of advertising messages and may consist of letters, digits, symbols, logos or abbreviations.

BLIND means a vertical screen attached to shopwindows or *verandas* in order to keep sun and rain from shopfronts and sidewalks, and which may be rolled up when not in use.

BUILDING means any structure whatsoever with or without walls, with a roof or *canopy* and a means of ingress and egress underneath such roof or canopy.

CANOPY means a structure in the nature of a roof projecting from the *facade* of a *building* and cantilevered from that building or anchored otherwise than by columns or posts.

CENTRE OF ECONOMIC ACTIVITY refers to an enterprise or a group of enterprises outside *urban areas* and which may include farm stalls, roadside service areas, accommodation facilities, food services, industries and cottage industries, as well as shops and other commercial facilities.

CLEAR HEIGHT means the vertical distance between the lowest edge of a *sign* and the level of the ground, footway or roadway immediately below such sign.

COMBINATION SIGN means a single *free-standing* advertising structure for displaying information on various enterprises and services at locations such as roadside service areas, urban shopping centres and other urban complexes.

CONTROLLING AUTHORITY means any governmental institution at any level of government, which is entitled to exercise control over outdoor advertising.

COPY means the complete advertising message to be displayed on the advertising structure.

CUT-OUTS mean letters, packages, figures or mechanical devices attached to the face of an outdoor sign, which might extend beyond the rectangular area for greater attention value, can provide a three-dimensional effect and are also commonly known as add-ons or embellishments.

DEEMED CONSENT (PERMITTED WITH) means a sign which is deemed approved without the controlling authority having to provide *specific consent*.

DEGREE OF LANDSCAPE SENSITIVITY means a refinement of *basic landscape sensitivity* which may include, apart from a refined visual sensitivity, traffic safety conditions as a criterion for sensitivity rating. Degree of landscape sensitivity is expressed in terms of *area of control*, i.e. areas of minimum partial and maximum control which are superimposed onto the three basic landscape types, i.e. *natural, rural and urban landscapes*.

DENSITY OF RESIDENTIAL AREA refers to both population density (number of people per hectare) and intensity of land use or visual density (number of units per hectare and the nature of the units, e.g. high rise, low rise or detached, as well as to the presence of non-residential functions).

DIRECTION SIGN means a type of guidance sign provided under the South African Road Traffic Sign System and used to indicate to the road user the direction to be taken in order that they may reach their intended destination.

DISPLAY OF A SIGN includes the erection of any structure if such structure is intended solely or primarily for the support of such sign.

DISPLAY PERIOD means the exposure time during which the individual advertising message is on display.

FACADE means the principal front or fronts of a building.

FLASHING SIGN means a sign in which the visibility of the contents is enhanced by their intermittently appearing and disappearing or being illuminated with varying intensity or colours.

FLAT SIGN means any sign which is affixed to any external wall of a *building* used for commercial, office, industrial or entertainment purposes, but excluding a parapet wall, balustrade or railing of a *veranda* or *balcony* of any such building, which at no point projects more than 300 mm from the surface of such a wall and which may consist of a panel or sheet or of individual numbers, letters or symbols.

FREE-STANDING SIGN means any immobile sign which is not attached to a *building* or to any structure or object not intended to be used for the primary purpose of advertising.

FREEWAY means a road designated as a freeway by means of a *road traffic sign*.

GATEWAY means a prominent entrance to or exit from an *urban area* or a specific part of an urban area, consisting of man-made or natural features and creating a strong sense of arrival or departure.

HEIGHT OF A SIGN means the vertical distance between the uppermost and lowest edges of the sign.

HUMAN LIVING ENVIRONMENT refers to all human settlements such as villages, towns or cities, which may consist of various components such as residential, employment and recreation areas and which require environmental management to provide services such as water, public spaces and waste removal and to protect the quality of the environment.

ILLUMINATED means an *advertising structure* which has been installed with electrical or other power for the purpose of illumination of the message of such sign.

ILLUMINATED SIGN means a sign the continuous or intermittent functioning of which depends upon it being illuminated.

LANDSCAPE SENSITIVITY refers to the visual or aesthetic sensitivity of the landscape with regard to outdoor advertisements and signs, is expressed in terms of *basic landscape sensitivity* and *degree of landscape sensitivity* and may also take traffic safety conditions into account.

LIMITED USE AREA means an area of 50 metres outside the road reserve boundary of a *freeway* to which the same restrictions apply as the actual freeway reserve but where consent is given under certain circumstances for the display of specific sign types in order to indicate enterprises situated in such a limited use area.

LOCALITY-BOUND SIGN means a sign displayed on a specific site, premises or building and which refers to an activity, product, service or attraction located, rendered or provided on that premises or site or inside that building.

LOCATION SIGN means a type of guidance sign provided under the South African Road Traffic Sign System and used to identify places or locations which either provide reassurance during a journey or identify destinations such as towns, suburbs or streets near the end of a journey.

MAIN ROOF OF A BUILDING means any roof of a *building* other than the roof of a *veranda* or *balcony*.

MAIN WALL OF A BUILDING means any external wall of a *building*, but does not include a parapet wall, balustrade or railing of a *veranda* or a *balcony*.

MOBILE OR TRANSIT SIGN means an *advertisement* attached to or displayed on a vehicle, vessel or craft on land, on water or in the air.

NATURAL LANDSCAPE means relatively unspoilt areas outside urban areas such as natural parks, game reserves, nature reserves, marine reserves, wilderness areas and extensive agriculture and scenic corridors.

OUTDOOR ADVERTISING means the act or process of notifying, warning, informing, making known or any other act of transferring information in a visible manner and which takes place out of doors.

POSTER means any placard announcing or attracting public attention to any meeting, event, function, activity or undertaking or to the candidature of any person nominated for election to parliament, local government or any similar body or to a referendum, or any placard advertising any product or service or announcing the sale of any goods, livestock or property.

PROJECTED SIGN means any sign projected by a cinematograph or other apparatus, but does not include a sign projected onto the audience's side of a drive-in cinema screen during a performance.

PROJECTING SIGN means any sign which is affixed to a main wall of a *building* which is used for commercial, office, industrial or entertainment purposes and which projects more than 300 mm from the surface of the main wall and is affixed at a right angle to the street line.

ROAD TRAFFIC SIGN means any road traffic sign as defined in the Road Traffic Act, 1989 (Act No. 29 of 1989), the detailed dimensions and applications of which are controlled by the regulations to this Act and the South African Road Traffic Signs Manual (Note: Act 29 will be replaced by The National Road Traffic Act, Act 93 of 1996 in the near future).

ROOF SIGN means a sign on the *main roof of a building* lower than fifteen floors and which building is used or partly used for commercial, office, industrial or entertainment purposes.

ROTATING SIGN means a sign which rotates on any axis.

RUNNING LIGHT SIGN means a sign or portion of a sign in the form of an illuminated strip the illumination of which varies periodically in such a way as to convey the impression of a pattern of lights moving steadily along such strip.

RURAL LANDSCAPE refers to areas of transition between developed *urban areas* and relatively unspoiled natural areas. Typical rural land use forms include intensive agriculture, subsistence agriculture and peri-urban smallholdings of a rural nature with a relatively low population density.

SIGN is a more comprehensive term than '*advertisement*' and refers to any advertisement or object, structure or device which is in itself an advertisement or which is used to display an advertisement.

SKY SIGN means a very large sign between 75 m² to 300 m² on top of a skyscraper in a metropolitan area and which may form an important landmark.

SPECIFIC CONSENT (PERMITTED WITH) means the written approval of the controlling authority after review of the guidelines in this manual.

SPECTACULAR means a custom-made *billboard* which incorporates special effects such as internal illumination, cut-outs and three-dimensional representations.

SUSTAINABLE DEVELOPMENT means development that delivers basic environmental, economic and social services to all without threatening the viability of natural, built and social systems upon which such services depend.

TEMPORARY SIGN means a sign not permanently fixed and not intended to remain fixed in one position.

TRI-VISION means a display embellishment which, through the use of a triangular louver construction, permits the display of three different copy messages in a pre-determined sequence.

URBAN AREA means a human settlement with a population of more than 2 500 people.

URBAN LANDSCAPE means an *urban area* or any part of an urban area.

VEHICULAR ADVERTISING means advertising on self-driven vehicles which are normally driven on land or water and which are normally moving.

VERANDA means a structure in the nature of a roof attached to or projecting from the *facade* of a *building* and supported along its free edge by columns or posts.

VISUAL ZONE refers to a zone considered to be an area of maximum control, visible from an urban *freeway*, extending a distance of 250 metres in any direction from the *freeway* reserve boundary, but which excludes all visually isolated space which cannot be seen from such a *freeway*.

WINDOW SIGNS means signs which are permanently painted on or attached to the window-glass of a *building*.

Section

1

Background Information

1.1

Introduction

1.1.1 Nature and extent of outdoor advertising

“Advertising” is defined as the act or process of notifying, warning, informing or generally making known. In other words, the term refers to information transfer in a visible manner.

Outdoor advertising is traditionally associated with large billboards and posters advertising products and services. However, in its broadest interpretation, outdoor advertising includes all signs erected and displayed out of doors for the purpose of providing information from small “beware of the dog” signs on garden gates to the more familiar giant billboards that advertise commercial products.

Outdoor advertising is furthermore not restricted to the advertisement of products and services. Place names, notice of events and directional information can also be construed to be outdoor advertising. The information can be communicated via painted, printed, projected or incised surfaces and can be internally or externally illuminated. Signs can be animated, including flashing signs, trivisions, electronics and fibreoptics. Banners, flags and bunting are also regarded as advertising. Signs may be on buildings, fascias, windows, walls or roofs or on structures such as towers, pylons or bridges. Free-standing signs may be on frames or poles.

For the purposes of this manual a very broad interpretation of outdoor advertising will apply. Outdoor advertising can therefore be seen as referring for example to any sign, model, placard, board, notice, billboard, poster, flag, banner, bunting, light display, device, structure or representation employed outdoors wholly or partially to -

advertise a facility, business, service or product that is available to the public (information on products and services) ; or

make known an organisation’s or individual’s opinion, grievance or protest; or

provide information on localities and activities.

I.E. all signs, varying in size from large billboards to small placards and posters, erected or displayed for the purpose of providing information. It does not apply to signs erected inside premises and not visible from the outside, such as sports stadia, with the exception of premises accessible to the general public on a more continuous basis, e.g. large suburban shopping centres and sports and recreation facilities such as parks, nature trails and golf courses.

In terms of the broad interpretation made of outdoor advertising for the purpose of this manual road traffic signs are considered to be a form of outdoor advertising. Since control of the use of road traffic signs is provided by legislation and the South African Road Traffic Signs Manual control of their use is not generally covered by this manual. References are included, however, regarding *street name* and *suburb name signs* since these may be combined, in a controlled manner, with commercial outdoor advertising, and to *tourism direction signs* because by their application they may be used in place of commercial outdoor advertising.

This manual concerns itself primarily with outdoor advertisements visible from all public roads and streets.

The following signs are exempt from the provisions of the South African Manual for Outdoor Advertising Control:

- | Any sign displayed inside a sports stadium which is not visible from outside the stadium;
- | any sign displayed in an arcade which is not aimed at road users;
- | any sign which is displayed inside a building at a distance of more than two metres from any window or other external opening through which it may be seen from outside the building and which is not aimed primarily at attracting the attention of the road user;
- | any price ticket smaller than 0,01 m² on an item displayed in a shop-window;
- | any national flag hoisted on a suitable flag pole as long as nothing is added to the design of the flag and no advertising material is added to the flag pole; and
- | any banner or flag carried through the streets as part of a procession.

1.1.2 The role and function of the South African Manual for Outdoor Advertising Control (SAMOAC)

SAMOAC constitutes a framework and a guideline document for the standardisation of assessment criteria and the application of control measures in South Africa. The framework will enable decision-making authorities and advertisers alike to approach control and regulation with an equal understanding of the issues at hand.

SAMOAC seeks to classify, evaluate and control outdoor advertising. Control mechanisms will include areas of control, classes of consent and principles and conditions. Appropriate regulations will be needed to provide SAMOAC with statutory force. Municipalities wishing to control outdoor advertising in their area of jurisdiction need to use this manual as a basis to draft by-laws and determine conditions.

1.1.3 Objectives of SAMOAC

SAMOAC is aimed at establishing control systems and mechanisms to:

- | contribute to the conservation of tourism resources in natural, rural and urban environments;

- | contribute to the creation of more acceptable human living environments;
- | promote traffic safety;
- | promote sustained economic growth and sustainable development; and
- | foster a balanced approach between economic development, on the one hand, and traffic safety and the conservation of visual resources, on the other hand (Such an approach should recognise the individual's right to economic freedom and freedom of expression and his or her right to live in an acceptable and safe environment).

1.1.4 Advantages of SAMOAC

SAMOAC will realise the following benefits for the controlling authorities, advertising contractors and marketers:

- | SAMOAC will facilitate the processing and approval/disapproval of outdoor advertising applications by the relevant controlling authority.
- | SAMOAC can be used by prospective advertisers to plan their advertising strategy.
- | SAMOAC will facilitate pre-planning on the part of controlling authorities.
- | SAMOAC provides a reference document for dealing with outdoor advertising issues.
- | SAMOAC provides advice and assistance for marketers and advertisers in preparing specific applications.
- | SAMOAC provides guidelines which will enable the controlling authorities to evaluate applications on their merits and make a informed decision based on the guidelines.
- | SAMOAC will encourage standardisation of assessment criteria and uniformity in the application of these criteria.
- | SAMOAC will lead to uniformity in legislation.

1.1.5 Requirements for an advertising control manual

SAMOAC is aimed at meeting the following requirements:

- | Providing an efficient and effective framework for reference and control.
- | Being comprehensive enough to include all advertisements, landscapes and situations.
- | Being user friendly.
- | Being simple enough in concept and design in order to simplify control over outdoor advertising, which can be seen as a rather comprehensive and complex subject. A manual should therefore be easy to interpret and implement without any special training or qualifications and without be too demanding on manpower and funds.
- | Being flexible and open-ended in order to accommodate changes in the advertising industry.
- | Being able to take the values and perceptions of communities into consideration.

1.2

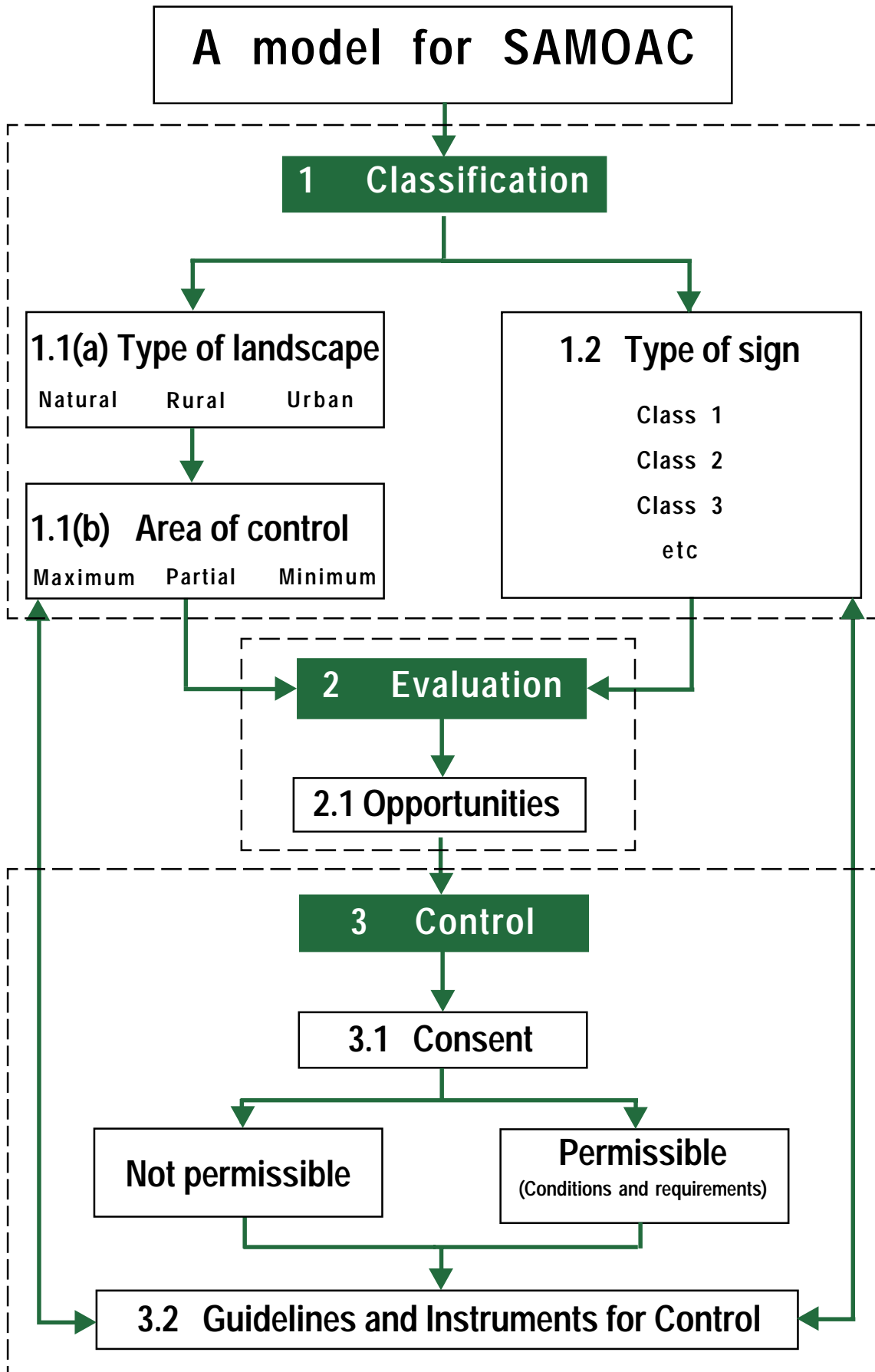
A model for SAMOAC

SAMOAC is based on a theoretical model or process consisting of certain assumptions which are synthesised by means of the following three steps:

- | Classification
- | Evaluation
- | Control

These steps should be read in conjunction with Figure 1.

Figure 1: A model for SAMOAC (The numbers in this figure indicate the different steps to be taken and do not refer to paragraphs in this report).



1.2.1 Classification

Central to the whole process is the concept of classification. The type of landscape, type of sign and area of control are important in this regard. The type of sign will give an indication of the potential impact of such a sign. The basic character of the landscape in which a sign is displayed will affect the degree of control and therefore the area of control to be applied.

1.2.1.1 Type of landscape

For the purpose of this manual basic landscape character is most effectively expressed in terms of the intensity of human activity and influence, namely natural, rural and urban landscapes.

Since such a classification gives a basic indication of landscape sensitivity with regard to the potential impact of advertisements and signs, it can form the basis for control measures.

1.2.1.2 Type of sign

In order to lessen the complexity of outdoor advertisements and signs and in order to determine the potential impact of signs on the environment, they should be classified into classes and subclasses based on visual character, function and necessity.

1.2.1.3 Areas of control

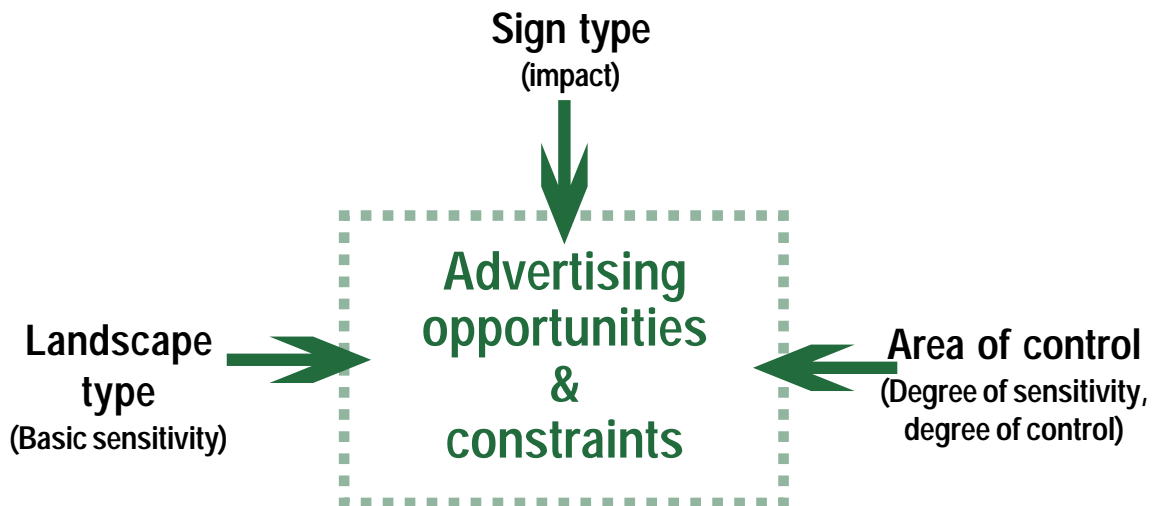
The potential interaction between basic landscape sensitivity and sign impact can most effectively be dealt with by means of areas of control. Three areas of control should apply namely areas of maximum, partial and minimum control. On the one hand, an area of control reflects the degree of control to be applied in a certain landscape or part of such a landscape. On the other hand, being a spatial entity an area of control may also imply a spatial superimposition on a specific landscape type. This concept therefore also has to do with the degree of landscape sensitivity which can be seen as a refinement of the basic sensitivity of a landscape. Traffic safety conditions should also be taken into consideration when it comes to the classification of areas of control.

1.2.2 Evaluation

The evaluation of the sign type versus the area of control (i.e. degree of impact versus degree of sensitivity) facilitates the establishment of actual advertising opportunities and constraints. The evaluation process also facilitates the implementation of specific control measures.

The potential for outdoor advertising may therefore be determined by linking area of control with landscape type and sign type. Figure 2 depicts the link between these three areas of importance.

Figure 2: Evaluation of advertising opportunities



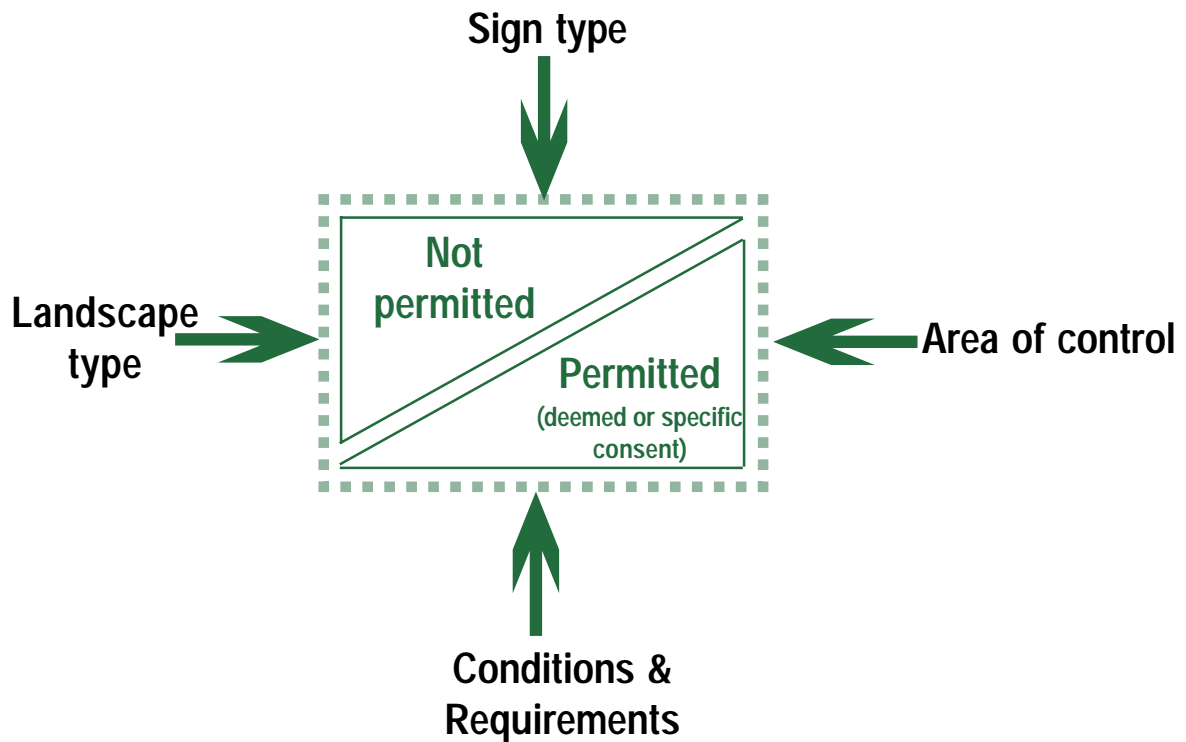
1.2.3 Control

Control measures should be applied by means of type of consent, and by means of general and specific conditions and requirements. Conditions and requirements will have to be established for all permissible signs.

1.2.3.1 Consent

Certain sign types may be deemed to have a limited or negligible impact on the environment and will consequently be permitted within the appropriate area of control. Other sign types may be deemed to have an unacceptably high potential impact on the environment and will consequently not be permitted within the area of control concerned (see Figure 3). The type of control needed for permissible signs may be imposed in terms of specific or deemed consent.

Figure 3: Consent



1.2.3.2 Conditions and requirements

A sign in the permitted category has to be subject to general and detailed conditions and regulations as to shape, size, height, position, colour, illumination and animation. Aspects such as safety, design and construction and maintenance provisions also have to be regulated.

1.2.3.3 Guidelines and instruments

This theoretical model provides a framework for the development of the necessary guidelines and instruments for control. Such instruments will give controlling authorities a clear indication of what is allowed and where it is allowed and how an advertisement may be displayed.

Section

2

Practical Framework for Control

This section provides the actual SAMOAC as a working model or practical framework for the control of outdoor advertisements and signs. This working model can be applied in its original form or if necessary may be adapted by provincial or local authorities to suit specific circumstances.

2.1

How to use SAMOAC

The practical SAMOAC framework consists of some key components or instruments that have been developed through the implementation of the theoretical model described under 1.2.

Guideline sheets and general conditions:

The easy-reference guideline sheets for the various advertisement types under 2.4.2 can be seen as the most important part of SAMOAC and therefore as the main instrument for advertising control since it indicates advertising opportunities and the conditions and requirements for each type of advertisement. These guideline sheets form the end product of the theoretical model described under 1.2 and may be applied in two ways:

- # To determine whether a specific advertisement may be displayed on a specific site or within a specific area and, if so, under what conditions.
- # To get a clear indication of all the areas within which a specific type of advertisement may be displayed and of the attendant conditions.

The guideline sheets are supplemented by general conditions and guidelines for control under 2.4.1 which must also be taken in consideration in determining the above.

Figure 6 may also be used as a handy instrument for ascertaining which sign type will be allowed in which area and the total range of advertisements that will be allowed in a specific area.

Sign type, landscape type and area of control:

In order to use the guideline sheets you will need to know the following:

- # The exact type of sign in question so you can locate the appropriate guideline sheet.
- # The landscape type and area of control in which the proposed sign will be displayed so that you can identify the appropriate advertising opportunity on the appropriate guideline sheet.

The necessary instruments are supplied for this purpose.

2.2

Type of sign

This subsection gives a summary of all sign types (Figure 4) and a short description and appropriate illustrations of each individual sign type (par 2.2.1 - 2.2.5). It can therefore be used as a handy tool for identifying any sign to be displayed. It can also be used for cross-reference purposes to locate related sign types. The visual character, nature and function of signs served as the main criteria for classification. The grouping of sign types also takes cognisance, to some extent, of the potential impact and the necessity of the sign and a basic indication is given in this regard. As a basic rule regarding sign necessity, signs aimed at directing and locating shall enjoy a higher necessity value than signs aimed at the promotion of products and services.

In cases where a specific sign does not fit into this classification controlling authorities may have to adapt these guidelines to be able to accommodate such a sign.

Figure 4: Summary of sign types

Class one: Billboards and other high impact free-standing signs

- 1(a) Super billboards
- 1(b) Custom-made billboards
- 1(c) Large billboards
- 1(d) Small billboards and tower structures

Class two: Posters and general signs

- 2(a) Large posters and advertisements on street furniture
- 2(b) Banners and flags
- 2(c) Suburban ads
- 2(d) Temporary advertisements
 - (i) Estate agents' boards
 - (ii) Sale of goods or livestock (Auction sales)
 - (iii) Pavement posters and notices
 - (iv) Project boards
 - (v) Temporary window signs
- 2(e) Street name advertisements
- 2(f) Neighbourhood watch and similar schemes
- 2(g) Product replicas and three-dimensional signs

Class three: Signs on buildings, structures and premises

- 3(a) Sky signs
- 3(b) Roof signs
- 3(c) Flat signs
- 3(d) Projecting signs
- 3(e) Veranda, balcony, canopy and underawning signs
- 3(f) Signs painted on walls and roofs
- 3(g) Window signs
- 3(h) Signs incorporated in the fabric of a building
- 3(i) Advertisements on forecourts of business premises
- 3(j) Miscellaneous signs for residential oriented land use and community services
- 3(k) On-premises business signs
- 3(l) Advertising on towers, bridges and pylons
- 3(m) Advertisements on construction site boundary walls and fences

Class four: Signs for the tourist and traveller

- 4(a) Sponsored road traffic projects
- 4(b) Service facility signs
- 4(c) Tourism signs
- 4(d) Functional advertisements by public bodies

Class five: Mobile signs

- 5(a) Aerial signs
- 5(b) Vehicular advertising
- 5(c) Trailer advertising

2.2.1 Class one: Billboards and other high impact free-standing signs

This class consists of free-standing advertising structures which have a very high visual impact owing to sheer size (billboards) or owing to appearance (tower structures). The main function of this class is to advertise non-locality-bound products, activities and services. (See definition of locality-bound sign.) Most signs in this class therefore have a rather low necessity value.

1(a) Super billboards

Massive electronic billboards between 40 m² and 81 m².



Photo: Outdoor Advertising Association of South Africa

1(b) Custom-made billboards

Consist of custom-made billboards between 8 m² and 81 m² which feature special effects such as internal illumination, specialist character cut-outs and three-dimensional presentations.

For three-dimensional advertisements not incorporated in billboards, see class 2(g).



1(c) Large billboards

Large billboards range in size from 36 m² to 18 m² with 3 m x 12 m and 3 m x 6 m as the most popular formats (commonly known as 96 sheet and 48 sheet signs). Large billboards are a widely used outdoor advertising medium, generally paper-posted, but also signwritten, posted with vinyl or with a combination of all three.



Photo: Marissa Greeff



1(d) Small billboards and tower structures

Small billboards and tower structures are used for general and non-locality-bound advertisements on products, activities and services in parking areas of shopping centres and at important transport nodes such as railway stations, bus stations and airports. Tower structures may also be used as focal points in larger pedestrian areas. Although small billboards and tower structures may refer indirectly to products, activities or services available at a particular shopping centre or transport node, the main function of this type of sign is not to identify or locate specific enterprises at such centres or nodes. This function belongs to *on-premises business signs* [class 3(k)].

Small billboards may range in size and format from 3 m x 2 m to 3 m x 1,5 m (commonly referred to in the advertising industry as 16 sheet and 12 sheet signs). Popular brandnames for small billboards include *shopper twelves*, *station twelves* and *junior posters*.

Tower structures include brandnames such as *guard towers* and *super trilaterals*. *Guard towers* are tower-shaped advertising structures comprising four 2,5 m x 1,5 m, 3 m x 1,5 m or 4 m x 1 m panels. *Super trilaterals* are pole mounted, three sided units carrying three 1 m x 4 m panels.

For tower-like advertising structures see also combination signs at roadside service areas [Class 4(b)] and shopping centres [Class 3(k)]. For advertising on towers and pylons see class 3(l).



2.2.2 Class two: Posters and general signs

The function and necessity of signs in this class vary greatly. Most signs in this class have an urban nature but some of them also have a role to play in natural and rural areas. These signs generally have a lower aesthetic impact owing to smaller size or temporary nature. However, the relative ease with which some of these signs are manufactured and displayed and the relatively low cost involved cause a significant aesthetic impact.

2(a) Large posters and advertisements on street furniture

This class provides ample opportunity for advertising along urban streets, in public spaces and in other pedestrian-oriented areas at shopping centres, shopping malls and transport nodes. Large posters come in various formats such as 1,56 m x 1,05 m (commonly known as 4 sheet posters) or 1,8 m x 1,2 m and are normally displayed on standardised self-supporting structures which may be mounted on poles or be placed directly onto the ground. Advertising on street furniture consists of advertising on public facilities and structures which are not primarily intended for advertising but which are provided for pedestrians and commuters and may include seating benches, planters, pavement litter bins, pole mounted bins, bus shelters, pavement clocks and drinking fountains.

Specially designed advertising furniture may also be provided for the sole purpose of advertising and contributing to the streetscape.

For free-standing posters on forecourts of business premises - see class 3(i)



2(b) Banners and flags

Consist of locality-bound banners and flags for advertising functions, events and enterprises and non-locality-bound banners and flags for streetscaping projects. May be attached to flagstaves, buildings or special streetscaping structures. Banners and flags advertising promotions or commercial products or events are not allowed. National flags of countries as well as banners and flags carried through the streets as part of a procession are not controlled by SAMOAC.

For aerial banners see class 5(a).



2(c) Suburban ads

Pole-mounted location signs at entrances to suburbs carrying an advertising sign beneath the suburb name.



Photo: Suburban and Industrial Signs



Photo: Suburban and Industrial Signs

2(d) Temporary advertisements

This class includes a wide variety of signs and advertisements which are usually displayed to publicise a forthcoming event, to advertise a short-term use of the advertisement site or to announce the sale or renting of real estate or the sale of goods and commodities. This class includes the following sign types:

(i) Estate agents' boards

Real estate for sale, on show, to let or sold.



(ii) Sale of goods or livestock on land and premises not normally used for commercial purposes (Auction sales).



(iii) Pavement posters and notices

Consist of temporary signs which are attached to electrical light standards within the road reserve and which are intended to advertise public and charitable events, functions, occasions, meetings or campaigns of a religious, educational, cultural, political, social, sporting or recreational nature. The advertising of commercial products, services or events shall not be allowed.



2(d) Temporary advertisements (continued)

(iv) Project boards

Permit contractors and consultants involved in minor or major construction projects or alterations to existing structures or facilities to advertise their involvement on the site where the construction works are taking place. Also included are signs describing the type of development being carried out on a site and giving details of the type of accommodation being provided, floor space available, etc.



(v) Temporary window signs

Signs which are temporarily painted on or attached to the window-glass of a building used for commercial, entertainment, office or industrial purposes or any temporary sign which is displayed within two metres of any window or other external opening through which it can be seen from outside such a building.

For permanent window signs see class 3(g).



2(e) Street name advertisements

Pole mounted, double-sided, internally illuminated signs, that bear both the street name and advertising panels in the urban environment.



2(f) Neighbourhood watch and similar schemes

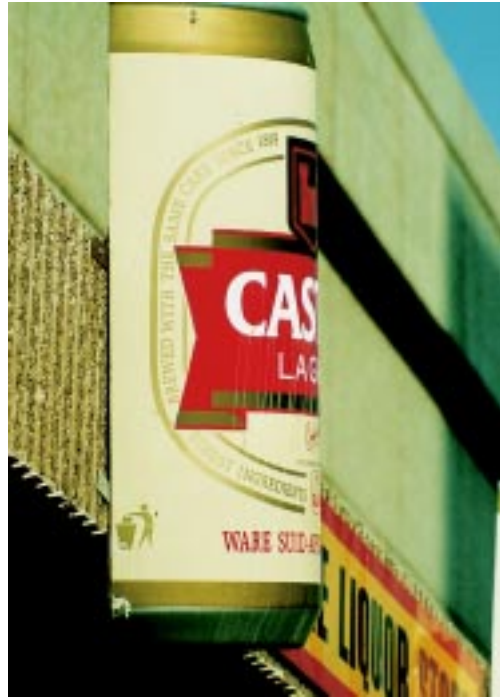
This class makes provision for outdoor signs for neighbourhood watch, farm watch and similar watch schemes indicating that watch schemes are in operation in certain areas. It also makes provision for signs containing the name, address and telephone number of a security company contracted to protect the premises on which the sign is displayed.



2(g) Product replicas and three-dimensional signs

Product replicas or three-dimensional devices used for the purpose of advertising may be free-standing or attached to a building. This type of sign is associated with shopping centres or other commercial areas and with entertainment and industrial areas.

For three-dimensional advertisements incorporated in billboards, see class 1(b).



2.2.3 Class three: Signs on buildings, structures and premises

This class consists mainly of advertisements and signs attached to or painted on larger structures not primarily erected for displaying advertisements such as buildings, towers and bridges. However, class three also allows for certain free-standing on-premises signs and advertising structures directly linked with enterprises, residential functions or community services. Owing to this close relationship with buildings, enterprises, residential functions and community services this sign type is functionally limited to urban areas and rural centres of economic activity with only one or two exceptions. The aesthetic impact of advertisements in this class ranges widely from the huge sky sign on top of a building to the very small “beware of the dog” sign on a residential site. Most of the signs in this class are locality bound (see definition of locality-bound sign) and have a high necessity value since they play an important role in locating enterprises and other functions and services.

3(a) Sky signs

Consist of very large signs ranging from 75 m² to 300 m² on top of tall skyscrapers in metropolitan areas and may form very important landmarks in such urban areas.

For smaller signs on top of lower and less prominent buildings, see class 3(b).



Photo: Outdoor Advertising Association of South Africa

3(b) Roof signs

Consist of signs on the main roofs of buildings lower than 15 floors which are used to some extent for commercial, industrial or entertainment purposes

For larger signs on top of skyscrapers, see class 3(a). For signs painted on roofs, see class 3(f).



3(c) Flat signs

Signs which are affixed to the main walls of buildings used for commercial, industrial, office or entertainment purposes and which at no point project more than 300 mm from the surface of such a wall.

For signs affixed to a parapet wall, balustrade or railing of a veranda or balcony, see class 3(e). For signs painted on building walls, see class 3(f).



3(d) Projecting signs

Any sign which is affixed to a main wall of a building which is used for commercial, office, industrial or entertainment purposes, which sign projects more than 300 mm from the surface of the main wall and is affixed at right angles to the street line.

For signs projecting from columns or posts supporting a roof which covers fuel pumps, see class 3(e).



3(e) Veranda, balcony, canopy and underawning signs

The following signs are included in this class:

- # Signs affixed flat onto or painted on a parapet wall, balustrade or railing of a veranda or a balcony.
- # Signs affixed flat onto or painted on the fascia of a veranda or a beam over veranda columns.
- # Signs affixed flat onto or painted on the fascia of a roof structure without walls such as a roof covering fuel pumps at a filling station.
- # Signs suspended below the roof of a veranda or balcony (underawning signs).
- # Signs placed on top of the roof of a veranda.
- # Signs affixed to or painted on a pillar, column or post supporting a veranda, balcony or roof structure without walls.
- # Signs painted or printed on the fabric of a canopy or blind.

Only verandas, balconies and canopies which form part of buildings used for commercial, office, industrial or entertainment purposes or roofed structures without walls which are situated on premises used for such purposes are relevant for the purposes of this class.



3(f) Signs painted on walls and roofs

All signs painted directly on the main walls or roof of a building used for commercial, office, industrial or entertainment purposes. Most signs in this class are painted on the side walls of buildings.



3(g) Window signs

Window signs are signs which are permanently painted on or attached to the window-glass of a building used for commercial, office, industrial or entertainment purposes, or any other permanent sign which is displayed within two metres of any window or external opening through which it can be seen from outside such a building.

For temporary window signs, see class 2(d)(v).



3(h) Signs incorporated in the fabric of a building

Any advertisement incorporated in and forming an integral part of the fabric of a building (i.e. not painted on or affixed in any manner). This class applies mostly to historical buildings but may also apply to modern buildings and structures such as farm gates.

For signs affixed flat onto a building see class 3(c).

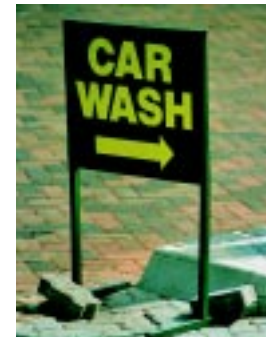
For signs painted onto a building see class 3(f).



3(i) Advertisements on forecourts of business premises

Notices, signs and advertisements displayed on the forecourts of businesses in order to draw attention to commercial services, goods for sale, or other services available at the premises. A forecourt can be seen as an outdoor area which forms a functional part of a building housing an enterprise and may include the area at a filling station where the pumps are situated, a terrace in front of a restaurant or café, a "sidewalk" café, etc. The term 'forecourt' includes an enclosing fence, wall, screen or other structure, but does not include sidewalk areas in front of business premises which are intended for pedestrian circulation.

For advertisements on fascias and columns of roof structures covering fuel pumps, see class 3(e). For combination signs at filling stations and roadside service areas, see class 4(b).



3(j) Miscellaneous signs for residential oriented land use and community services

This class covers a wide variety of relatively small notices and signs to be displayed on buildings or premises utilised for residential-oriented purposes and community services including small businesses, practices and accommodation facilities with a residential character. Class 3(j) is aimed primarily at urban residential areas and urban community services but it includes places of residence in natural and rural environments such as farms and smallholdings, as well as community services such as farm schools. This class also includes urban residential areas where office and commercial encroachment has taken place.

For small-scale businesses, practices and accommodation facilities on farms and rural smallholdings, see class 3(k).



3(j) Miscellaneous signs (continued)



3(k) On-Premises business signs

This class consists of locality-bound signs which are aimed at identifying and locating:

- # Businesses, enterprises and industries in urban areas.
- # Businesses and enterprises at centres of economic activity in natural and rural areas, including farm stalls and other enterprises on farms and smallholdings.

On-premises business signs may provide information such as the name and nature of the enterprise, the nature of goods sold or services provided and the name of the proprietor, partner or practitioner. This sign type may include the following:

- # Individual free-standing signs on specific business premises.
- # Signs on appropriate structures on specific premises such as boundary walls, gates and gate structures.
- # Combination signs which identify several businesses or enterprises and which are provided at shopping centres, industrial areas and parking areas shared by several enterprises.

For small businesses on urban residential sites or in buildings that were originally constructed for residential or community purposes, see class 3(j).



3(k) On-Premises business signs (continued)



3(l) Advertising on towers, bridges and pylons

Advertising by means of signs affixed to or painted on towers, bridges and pylons not used primarily for advertising purposes. Included here are signs on cellular telephone base station towers, water towers, radio towers, silos and similar structures.

For advertising on tower structures erected for the sole purpose of advertising, see class 1(d). For advertising on columns, pillars and posts supporting verandas, balconies and roofs without walls, see class 3(e).



3(m) Advertisements on construction site boundary walls and fences

Consist of signs fixed (but not painted) flat against or on top of any fence or wall (not being the wall of a building) where such fence or wall forms the boundary of a site where construction work is being carried out.



2.2.4 Class four: Signs for the tourist and traveller

Signs aimed at tourists and travellers have a role to play in all three landscape types. The actual visual impact varies from relatively high in the case of service facility signs at highway service complexes to relatively low in the case of brown tourism signs that harmonise with the environment. These signs have the primary function of directing the tourist and traveller and of indicating the availability of certain services. They therefore have a rather high necessity value.

4(a) Sponsored road traffic projects

Signs relating to the sponsoring of projects specifically intended for road users and involving the provision of road services, the promotion of road safety or the management and conservation of roadside environments.



4(b) Service facility signs

Consist of relatively large combination signs displayed at filling stations and roadside service areas (rest and service areas) which may provide a variety of services such as fuel pumps, workshops, rest rooms, car washes, shops, accommodation facilities, restaurants, fast food outlets and auto tellers

For advertisements on the columns and roofs of structures covering fuel pumps at filling stations and roadside service areas, see class 3(e). For smaller advertisements displayed on the forecourts of filling stations and roadside service areas, see class 3(i).



4(c) Tourism signs

Tourism signs form part of the South African Road Traffic Sign System and are provided supplementary to direction signs. These signs have a distinctive white on brown colour and use symbols to a large extent. The main objective of tourism signs is to inform and guide tourists in the final stages of their journeys. Tourism signs provide a standardised, safe, functional and environmentally acceptable way of transferring directional information regarding a diversity of localities, facilities, activities and services which might be of interest to the tourist and traveller.

For street maps and other tourist information on street furniture and large poster structures see class 2(a).



4(d) Functional advertisements by public bodies

Advertisements needed by local authorities and other statutory undertakers such as utilities and public transport operators to give information or guidance about the services they provide (e.g. bus timetables).



2.2.5 Class five: Mobile signs

These signs will be concentrated in urban areas but being mobile might also occur in the other landscape types. Most mobile signs will have a relatively low aesthetic impact. However, owing to a highly mobile nature advertisement trailers can be very difficult to control and may have a rather negative impact on traffic safety. Mobile signs have a low necessity value.

5(a) Aerial signs

Signs painted on, attached to or produced by an aircraft, such as:

- # A captive balloon
- # A kite
- # An unmanned free balloon
- # A manned free balloon
- # A moored airship
- # An aeroplane (banner towing or smoke signals)
- # A craft for parasailing
- # A hang-glider
- # A model aircraft or radio-controlled aircraft
- # An aircraft towed behind a vehicle or vessel for the purpose of flight



Photo: Outdoor Advertising Association of South Africa



Photo: Outdoor Advertising Association of South Africa

5(b) Vehicular advertising

This class includes all advertisements on self-driven vehicles which are normally moving on land or water, including taxis, buses, trains and delivery vehicles, but excluding aircraft.



5(c) Trailer advertising

Advertisement trailers carry double-sided "billboard-type" advertisements and are parked at strategic locations for the sole purpose of advertising.



Photo: Adtrailers

2.3

Spatial entities: Landscape types and areas of control

This subsection may be used as a basic tool for the identification and classification of sites or areas under consideration for displaying signs and advertisements. It may also be used by controlling authorities for the classification and demarcation of such spatial entities in the areas under their control.

The classification guidelines for spatial entities in this subsection is based on *landscape sensitivity*.

LANDSCAPE TYPE is used to give an indication of *basic landscape sensitivity* and forms a broad framework for spatial classification. One of three categories can apply, namely:

- # Natural
- # Rural
- # Urban

AREAS OF CONTROL reflect *degree of landscape sensitivity*. This can be seen as a refinement of basic landscape sensitivity and, apart from visual sensitivity, may include traffic safety conditions as a criterion for sensitivity rating. Areas of control and degree of landscape sensitivity are superimposed on landscape types and basic landscape sensitivity. There are three areas of control:

- # Areas of maximum control
- # Areas of partial control
- # Areas of minimum control

The following key principles were applied in drawing up the classification guidelines for spatial entities:

- # All NATURAL AND RURAL LANDSCAPES shall be defined as AREAS OF MAXIMUM CONTROL owing to their sensitivity to visual disturbance.
- # URBAN LANDSCAPES are defined in terms of all THREE AREAS OF CONTROL owing to the varying nature and degree of sensitivity of the urban landscape and to the considerable demand for advertising in urban areas.

The classification guidelines give an indication of appropriate land use in the different areas of control, the objectives of these areas of control and a summary of appropriate sign opportunities.

Controlling authorities and especially municipalities will be responsible for the demarcation of the various areas of control under their jurisdiction by applying these guidelines in consultation with interested and affected parties. Spatial information in this regard should be made available to the public and the advertising industry in the form of maps or plans which could then be added to this section of SAMOAC.

In certain instances it may be necessary for municipalities to adapt the classification guidelines for urban areas of control as presented in this subsection in order to reflect more accurately the character of specific urban areas and the needs and lifestyles of local communities.

2.3.1 NATURAL LANDSCAPE - Areas of maximum control

Character and land use

The 'natural' landscape shall refer to the following parts of the rural or non-urban environment:

- Unspoilt areas which are in a relatively natural state in the opinion of the controlling authority.

- Areas of high scenic value in the opinion of the controlling authority.

Natural landscapes shall include but shall not be limited to the following:

- National parks
- Game reserves
- Nature reserves
- Marine reserves
- Wilderness areas
- Extensive agriculture
- Scenic corridors
- Scenic landscapes

Information in GIS format is available from the Department of Environmental Affairs and Tourism for the demarcation of natural areas in the various provinces.

Objectives

- To ensure that the aesthetic appeal and ecological integrity of the natural landscape is not compromised;

- to permit adequate display of information concerning the identification and location of areas and places of interest and the identification of premises and services and activities conducted on land;

- to protect tourism resources;

- to promote the tourism industry through the provision of appropriate signs; and

- to promote road safety.

Appropriate sign opportunities

- Opportunities for advertising and acceptable sign types are limited.

- Only signs expressing an essential message are permitted.

- Signs should be limited in size (relatively small) and should harmonize with the environment.

- Property and farm names are allowed.

- Centres of economic activity within the natural landscape such as farm stalls and service stations will be allowed to advertise products and services by means of locality-bound signs.

- The use of brown *tourism signs* should be encouraged for all tourist facilities and attractions.

- All non-locality-bound signs shall be limited to brown *tourism signs* with the exception of *vehicular advertising [class 5(b)]*.



Nature Reserve



Extensive Agriculture

NATURAL LANDSCAPE - Areas of maximum control



Scenic Landscape

Photo: Department of Environmental Affairs and Tourism



Game Reserve



Scenic Landscape



Kruger National Park



Wolkberg Wilderness Area

2.3.2 RURAL LANDSCAPE - Areas of maximum control

Character and land use

Rural areas have varied landscapes and form a transition between the developed urban areas and the relatively unspoilt natural areas. Typical forms of land use shall include intensive agriculture, subsistence agriculture and peri-urban smallholdings of a predominantly rural nature and with a relatively low population density.

Information in GIS format is available from the Department of Environmental Affairs and Tourism for the demarcation of rural areas in the various provinces.

Objectives

- | To prevent the proliferation of signs;
- | to co-ordinate advertising;
- | to promote road safety;
- | to promote the tourism industry;
- | to provide information for tourists, tourism-related industries and local communities;
- | to preserve the rural amenity of the locality within which the sign is to be displayed; and
- | to protect tourism resources.

Appropriate sign opportunities

Sign opportunities are more or less the same as for natural areas of maximum control, the main difference being less emphasis on harmony between sign and visual environment. Sign opportunities in rural areas of maximum control are therefore also limited primarily to the following:

- Property and farm names
- Centres of economic activity
- Tourist facilities and attractions

Only signs conveying an essential message should be permitted.

All non-locality-bound signs shall be limited to brown *tourism signs* with the exception of *aerial signs [class 5(a)]* and *vehicular advertising [class 5(b)]*.



Intensive Agriculture



Intensive Agriculture



Subsistence Agricultural

2.3.3 URBAN LANDSCAPE - Areas of maximum control

Character and land use

Urban landscapes refer to human settlements with a population of more than 2 500 people. The following precincts are deemed sensitive to visual disturbance and shall be defined as urban areas of maximum control:

Conservation

Natural open space and urban conservation areas; interface of natural landscape and built fibre, in the form of natural edges like bodies of water, rivers, ridges and forests.

Recreation

Open areas for passive recreation such as parks and non-commercialised squares.

Scenic

Scenic areas; characteristic vistas across built-up areas or down streets or avenues.

Architectural and historical

National or local heritage sites or buildings; special tourist areas; historical or contextual streetscapes; skylines seen from viewing points; areas or facilities of strong architectural context or historical scale.

Residential

Exclusively residential areas for higher to middle income groups, mostly low density single.

Gateways

Features of scenic, historical or architectural significance.

Transportation

Visual zones along urban freeways, unless the responsible roads authority, after an EIA process, identifies areas along such freeways, in which relaxation may be allowed.

Objectives

To prevent the proliferation of signs, to minimise visual disturbance caused by signs and to optimise visual harmony between sign and urban landscape;

to protect urban areas and facilities of significant conservation, architectural, historical and recreation value from visual degradation caused by outdoor advertising and to enhance such areas and facilities;

to preserve the residential amenity of suburbs;

to enhance and protect the scenic amenity of our towns and cities;

to protect and enhance important elements of urban structure and identity, such as major transportation routes and gateways;

to ensure optimum traffic safety on high-speed and high-volume routes and to ensure that traffic safety is not compromised by advertising signs in other areas of maximum control;

to contribute to the creation of more pleasant living environments;

to permit adequate display of information concerning the identification of areas of interest, identification of premises and activities conducted on the premises; and

to enhance and protect tourism resources.

Appropriate sign opportunities

Only signs conveying an essential message are permitted. The size, number, illumination and position of advertisements should be strictly con-

trolled and all advertisements should be scrutinised according to well-developed and well-defined requirements. As all advertisements will affect the appearance of these visually sensitive buildings, structures or areas, it may be necessary to develop specific and more detailed conditions according to local circumstances and the character of specific urban areas of maximum control.



Architectural: Union Buildings, Pretoria



Scenic: Vista down Queen Wilhelmina Avenue with the Union Buildings in the Background

URBAN LANDSCAPE - Areas of maximum control



Passive Recreation: Burgerspark, Pretoria



Conservation: Natural Open Space. Moreleta Spruit, Pretoria



Scenic: View from Johann Rissik Drive, Pretoria



Historical: Church Square, Pretoria



Gateway: University of South Africa and Fountain Circle, Pretoria



Historical: Church Street, Tulbagh



Transportation: Freeway, Pretoria



Residential: Higher Income Residential Area, Pretoria



*Historical: Graaff-Reinet
Photo: Theuns van Rensburg*

2.3.4 URBAN LANDSCAPE - Areas of partial control

Character and land use

Urban landscapes refer to human settlements with a population of more than 2 500 people. Urban areas of partial control are, in most cases, characterised by a greater degree of integration and complexity of land use, facilities and activities which allows for greater freedom with regard to the size, number and position of advertisements.

The following precincts shall be seen as urban areas of partial control:

Residential

- Residential areas with high-rise apartment blocks, interspersed with shops and offices, mostly high density mixed.
- Medium density residential areas in transition as well as residential areas where office and commercial encroachment has taken place.
- Low density, lower income suburbs.

Commercial

- Small commercial enclaves in residential areas.
- Suburban shopping centres and office parks.
- Ribbon development along main streets.

Education

Educational institutions.

Recreation

Sports fields or stadia and commercialised squares.

Institutional

Government enclaves, including diplomatic or civic amenities.

Smallholdings of an urban nature with a higher population density than rural smallholdings.

Objectives

- | To permit greater freedom regarding the size, number and position of advertisements;
- | to encourage a co-ordinated and integrated approach to advertising;
- | to permit adequate display of information identifying areas of interest and premises and the activities conducted and services and products available on those premises;
- | to ensure that traffic safety is not compromised by advertisements;
- | to provide a means of communicating educational messages as well as messages on products and community services to major target markets in urban areas.
- | to enhance and protect tourism resources;
- | to contribute towards the creation of more pleasant living environments; and
- | to enhance the character of an area or land use.

Appropriate sign opportunities

Almost all sign types are permitted. They shall, however, be subject to compliance with the general conditions in par. 2.4.1 and the specific conditions in the relevant guideline sheets which, although more restrictive than the conditions controlling advertising in areas of minimum control, still grant some measure of freedom as to the size, number and position of signs.



Commercial: Suburban Shopping Centre



Commercial: Suburban Office Park

URBAN LANDSCAPE - Areas of partial control



Education: University of Pretoria



Recreation: Sports Fields



Commercial: Suburban Shopping Centre



Residential: High Density Mixed, Sunnyside, Pretoria

2.3.5 URBAN LANDSCAPE - Areas of minimum control

Character and land use

Urban landscapes refer to human settlements with a population of more than 2 500 people.

Urban areas of minimum control can be seen as centres, areas and nodes of concentrated economic activity where the dominant concern and motivation is to conduct business and to sell products and services. This calls for the display of advertisements and signs in stronger and more obvious forms.

The following precincts should be included in urban areas of minimum control:

Commercial

- Commercial districts, central shopping centres and central office precincts.
- Commercial enclaves and shopping centres in lower income suburbs.

Industrial

Industrial areas or industrial parks.

Entertainment

Entertainment districts or complexes.

Transportation

Prominent public transport nodes such as railway stations, larger bus stations and taxi ranks, airports and harbours, excluding nodes of exceptional historical and architectural value.

Objectives

- | To stimulate economic growth by permitting adequate identification, business advertising and adequate means of communicating messages and information on products and services;
- | to recognise that advertising signs express the character of the commercial, entertainment and industrial environment and of public transportation nodes;
- | to ensure equal access to advertising space;
- | to ensure that advertising does not visually degrade the streetscape character or cause visual clutter;
- | to ensure that traffic safety is not compromised by advertisements;
- | to encourage a co-ordinated and integrated approach to advertising; and
- | to enhance tourist and entertainment attractions.

Appropriate sign opportunities

All sign types are permitted subject to compliance with the general principles and conditions in par. 2.4.1 and the specific conditions set out in the guideline sheets. Advertisements and signs may be expressed in stronger and more obvious terms and the principles and conditions are therefore less restrictive than those regulating the other areas of control.



Commercial: Pretoria Central Business District



Industrial Area

URBAN LANDSCAPE - Areas of minimum control



Industrial Area



Transportation: Durban Harbour



Commercial: Pretoria Central Business District



Transportation: Cape Town International Airport

Figure 5: Relationship between areas of control and landscape types.

Areas of maximum control		Partial control	Minimum control	
Natural landscape	Rural landscape	Urban landscape (Human settlements of more than 2 500 people or any part of such a settlement)		
<ul style="list-style-type: none"> National Parks Game reserves Nature reserves Marine reserves Wilderness areas Extensive agriculture Scenic corridors Scenic landscapes 	<ul style="list-style-type: none"> Intensive agriculture Rural smallholdings Subsistence agriculture 	<ul style="list-style-type: none"> Conservation areas and natural features Passive recreation areas Scenic features and areas Historical and architectural features and areas Low density residential Gateways Visual zones along urban freeways, unless the responsible roads authority, after an EIA process, identifies areas along such freeways, in which relaxation may be allowed. 	<ul style="list-style-type: none"> High density residential Medium density residential Residential with office and commercial encroachment Low density, lower income suburbs Commercial enclaves in residential areas Commercial ribbon development Educational institutions Sports fields and stadia Commercial squares Institutional / government Urban smallholdings 	<ul style="list-style-type: none"> Central commercial districts Industrial areas or industrial parks Entertainment districts or complexes Transport nodes

Figure 6: Advertising opportunities

Type of sign		Area of control				
		Maximum control			Partial	Min.
Class 1 Billboards and other high impact free-standing signs	1a Super billboards	x	x	x	x	✓
	1b Custom-made billboards	x	x	x	x	✓
	1c Large billboards	x	x	x	x	✓
	1d Small billboards and tower structures	x	x	x	✓	✓
Class 2 Posters and general signs	2a Large posters and advertisements on street furniture	x	x	✓	✓	✓
	2b Banners and flags	x	✓	✓	✓	✓
	2c Suburban ads	x	x	✓	✓	✓
	2d (i) Estate agents' boards	✓	✓	✓	✓	✓
	2d (ii) Sale of goods and livestock (non-commercial premises)	✓	✓	✓	✓	✓
	2d (iii) Pavement posters and notices	x	x	x	✓	✓
	2d (iv) Project boards	✓	✓	✓	✓	✓
	2d (v) Temporary window signs	✓	✓	✓	✓	✓
	2e Street name advertisements	x	x	x	✓	✓
	2f Neighbourhood watch and similar schemes	✓	✓	✓	✓	✓
2g Product replicas and three-dimensional signs	x	x	x	✓	✓	
Class 3 Signs on buildings, structures and premises	3a Sky signs	x	x	x	✓	✓
	3b Roof signs	x	x	x	✓	✓
	3c Flat signs	✓	✓	✓	✓	✓
	3d Projecting signs	✓	✓	✓	✓	✓
	3e Veranda, balcony, canopy and underawning signs	✓	✓	✓	✓	✓
	3f Signs painted on roofs and walls	x	x	x	✓	✓
	3g Window signs	✓	✓	✓	✓	✓
	3h Signs incorporated in the fabric of a building	✓	✓	✓	✓	✓
	3i Advertisements on forecourts of business premises	✓	✓	✓	✓	✓
	3j Miscellaneous signs for residential oriented land use and community services	✓	✓	✓	✓	✓
	3k On-premises business signs	✓	✓	✓	✓	✓
	3l Advertising on towers, bridges and pylons	x	x	x	✓	✓
	3m Advertisements on construction site boundary walls and fences	x	x	x	✓	✓
Class 4 Signs for the tourist and traveller	4a Sponsored road traffic projects	✓	✓	✓	✓	✓
	4b Service facility signs	✓	✓	✓	✓	✓
	4c Tourism signs	✓	✓	✓	✓	✓
	4d Functional advertisements by public bodies	✓	✓	✓	✓	✓
Class 5 Mobile signs	5a Aerial signs	x	✓	✓	✓	✓
	5b Vehicular advertising	✓	✓	✓	✓	✓
	5c Trailer advertising	x	x	x	✓	✓
		Natural	Rural	Urban environment		
Landscape type						

Legend

x Not permissible

✓ Permissible (subject to compliance with principles and conditions)

2.4

Guidelines for control

2.4.1 General conditions and principles

2.4.1.1 Amenity and decency

- (a) **No sign, as permitted by SAMOAC, shall in the opinion of the controlling authority -**
- (i) be detrimental to the environment or to the amenity of a human living environment by reason of size, shape, colour, texture, intensity of illumination, quality of design or materials or for any other reason;
 - (ii) be in its content objectionable, indecent or suggestive of indecency or prejudicial to the public morals;
or
 - (iii) unreasonably obscure, partially or wholly, any sign owned by another person previously erected and legally displayed.

2.4.1.2 Safety

- (a) **No advertisement or advertising structure, as permitted by SAMOAC, shall -**
- (i) in the opinion of the controlling authority constitute a danger to any person or property;
 - (ii) in the opinion of the roads authority be so placed or contain an element which distracts the attention of drivers in a manner likely to lead to unsafe driving conditions;
 - (iii) in the opinion of the roads authority be illuminated to the extent that it causes discomfort to or inhibits the vision of approaching pedestrians or drivers;
 - (iv) be attached to a road traffic sign or signal, combined with a road traffic sign or signal [unless specifically provided for in the South African Road Traffic Signs Manual (SARTSM)], obscure a road traffic sign or signal, create confusion with a road traffic sign or signal, interfere with the functioning of a road traffic sign or signal or create a road safety hazard in the opinion of the roads authority;
 - (v) in the opinion of the roads authority obscure a pedestrian's or driver's view of pedestrians, road or rail vehicles and features of the road, railway or pavement such as junctions, bends and changes in width;

- (vi) project over a pedestrian or cycle circulation route, unless the clear height of such sign exceeds 2,4 m;
- (vii) obstruct any fire escape or the means of egress to a fire escape or obstruct or interfere with any window or opening required for ventilation purposes; or
- (viii) exceed the minimum clearance with regard to overhead power lines as prescribed in regulation 15 of the Electrical Machinery Regulations (No R1593 in GG. 11458 of 12 August 1988). (Permission must be obtained from the relevant supply authority before any advertising structure may be erected in a power line servitude).

(b) Signs or advertisements positioned along roads and specifically targeting the road user shall be concise and legible and shall comply with the following requirements:

- (i) No sign displaying a single advertisement or message shall exceed 15 "bits" of information. No combination sign or any other sign displaying more than one advertisement or message shall contain more than 6 "bits" of information per enterprise, service or property or per individual advertisement or message displayed on a combination sign. "Bit" values shall be calculated as follows:

Words of up to 8 letters, inclusive	:	1 "bit"
Numbers of up to 4 digits, inclusive	:	0,5 "bit"
Numbers of 5-8 digits	:	1 "bit"
Symbol, logo or abbreviation	:	0,5 "bit"

- (ii) Street numbers indicating specific premises shall have a minimum size of 150 mm and a maximum size of 350 mm.
- (iii) No message shall be spread across more than one sign or sign panel.

2.4.1.3 Design and construction

(a) Any sign, as permitted by SAMOAC -

- (i) shall, in the opinion of the controlling authority, be neatly and properly constructed and executed and finished in a workmanlike manner;
- (ii) shall, in the opinion of the controlling authority, not be detrimental to or have a negative aesthetic impact on the urban design, streetscapes or the character of the surrounding area by way of the design of the structure or device;
- (iii) shall, in the opinion of the controlling authority, have a neat appearance and shall consist of durable materials in accordance with the function, nature and permanence of the advertisement, sign or

structure and materials such as cloth, canvas, cardboard, paper or synthetic cardboard should be used only when essential to the nature and function of a particular sign;

- (iv) shall, in the opinion of the controlling authority, have a neat appearance in terms of advertisement content and signwriting while untidy hand-written messages should be avoided as far as possible;
- (v) shall, in the opinion of the controlling authority, not deface building facades with electrical services provisions and other accessories;
- (vi) shall, in the opinion of the controlling authority, be rigidly and securely attached, supported or anchored in a safe manner and so that unwanted movement in any direction is prevented;
- (vii) shall be capable of effectively securing, supporting and maintaining not less than twice its mass with the addition of any force to which the sign may be subjected, including wind pressure;
- (viii) shall wherever necessary in accordance with the nature of the sign and when attached to brickwork, masonry or concrete, be securely and effectively attached thereto by means of bolts securely embedded in such brickwork, masonry or concrete or passing through the same and secured on the opposite side;
- (ix) shall, when attached to conservation-worthy buildings, be attached with the necessary expert advice in order to prevent damage to such buildings;

(b) Any advertiser or contractor -

- (i) shall not use water-soluble adhesive, adhesive tape or similar material to display or secure any sign or advertisement elsewhere than on a billboard, board or any structure provided for this purpose;
- (ii) shall have all exposed metalwork of any sign painted or otherwise treated to prevent corrosion and all timber treated to prevent decay; and
- (iii) shall have measures taken to prevent the entry of water into and the accumulation of water or moisture on or in any sign or any part of its supporting framework, brackets or other members.

(c) Glass

- (i) All glass used in signs (other than glass tubing used in neon and similar signs) shall be safety glass at least 3 mm thick.
- (ii) Glass panels used in signs shall not exceed 0,900 m² in area, each panel being securely fixed in the body of the sign, structure or device independently of all other panels.

(d) Electrical

- (i) Every illuminated sign and every sign in which electricity is used -
 - (aa) shall have power cables and conduit containing electrical conductors positioned and fixed so that they are not unsightly in the opinion of the controlling authority;

- (bb) shall be constructed of material which is not combustible;
- (cc) shall be provided with an external switch in an accessible position whereby the electricity supply to the sign may be switched off; and
- (dd) shall be wired and constructed in accordance with and subject to the provisions of the relevant authority's electricity supply by-laws.

(e) Damage to property

- (i) No person shall, in the course of erecting or removing any sign, advertisement structure or device, cause damage to any tree, electrical standard or service or other public installation or property.

2.4.1.4 Maintenance

(a) Any sign, as permitted by SAMOAC -

- (i) should, where possible, to be located at a height that discourages vandalism;
- (ii) shall be serviced on a regular basis; and
- (iii) shall be maintained in good repair and in a safe condition and according to the highest standards as regards quality of structures, posting and signwriting.

(b) The owner of any land or building on which a sign is displayed or erected, or to which a sign is attached, and the owner of any such sign shall be jointly and severally responsible for the maintenance in a safe and proper condition and for the cleaning and the repainting of any such sign.

2.4.1.5 Position

(a) Signs, as permitted by SAMOAC -

- (i) shall not be positioned on a road island or road median with the exception of those in class 2(e) (*street name advertisements*);
- (ii) shall not be suspended across a road with the exception of signs permitted on bridges across certain urban roads other than freeways [class 3(l)] as well as banners suspended across urban roads other than freeways and as part of a streetscaping project [class 2(b)];
- (iii) shall not be erected within or suspended above a road reserve or within the limited use area outside the road reserve boundary of freeways, as indicated in Figure 7, with the following exceptions:
 - (aa) classes 4(a), 4(b), 4(c) and 5(b) may be allowed within all road reserves;
 - (bb) class 2(d)(iv) signs that concern road construction may be allowed within all road reserves;

- (cc) class 2(d)(iv) signs that do not concern road construction may be allowed within all road reserves other than freeways, but only next to the actual development site and only if sufficient space is not available on such a site;
 - (dd) classes 2(a), 2(b), 2(c), 3(d), 3(e) and 4(d) may be allowed within all urban road reserves other than freeways;
 - (ee) classes 2(d)(iii) and 2(e) as well as signs on bridges [class 3(l)] may be allowed within urban road reserves other than freeways but only in urban areas of minimum and partial control;
 - (ff) class 2(f) signs may be allowed within road reserves other than freeways in urban, rural and natural environments;
 - (gg) classes 3(c), 3(d) and 3(e) may be allowed within the limited use area along freeways if the main building housing an enterprise is within 50 metres from the road reserve boundary of a freeway and if there is no other appropriate means of indicating that particular enterprise facing another public road carrying through passing traffic.
- (iv) shall not be permitted within a restricted area at urban street corners as illustrated in Figure 8, with the exception of sign types 2(d)(v), 2(e), 3(c), 3(d), 3(e), 3(g) and 3(h), and illuminated signs allowed within restricted areas at signalised street corners as indicated in Figure 9 shall have a clear height of at least 6 m if such signs contain the colours red, green or amber.

2.4.1.6 Illumination

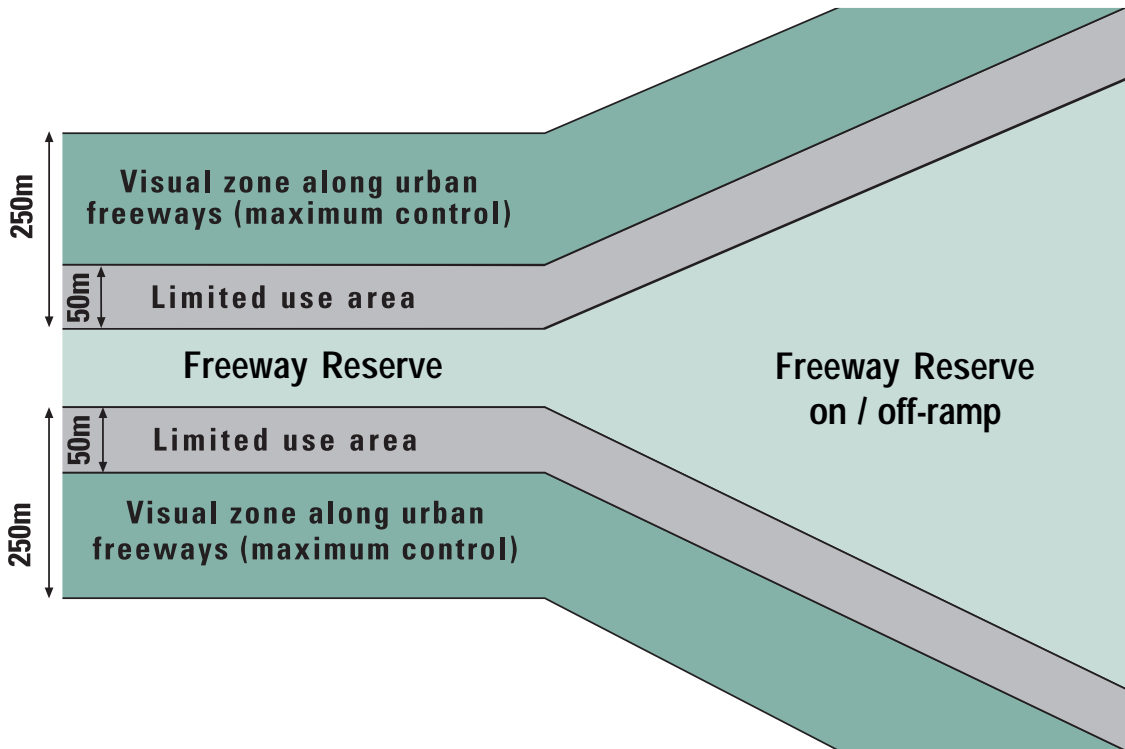
- (a) The following maximum luminance levels per square metre are applicable for all classes of advertisements in SAMOAC where illumination is permitted (as determined by the International Commission on Illumination):

Illuminated area	Max. luminance
less than 0,5 m ²	1 000 candela/m ²
0,5 m ² < 2m ²	800 candela/m ²
2m ² < 10 m ²	600 candela/m ²
10m ² or more	400 candela/m ²

- (b) The light source emanating from floodlights shall not be visible to traffic travelling in either direction.
- (c) Floodlighting shall be positioned to ensure effective distribution and minimise light wastage or 'spill'.

- (d) In respect of urban freeways, irrespective of the area of control, classes 1(a), 1(b), 1(c), 1(d), 2(c), 2(d), 2(g), 3(b), 3(c), 3(f), 3(h), 3(l), 3(m), 5(a) and 5(c) may not be illuminated in any way unless the freeway is lit by overhead lighting over the full distance within which the advertising sign is visible from the freeway.

Figure 7: Advertising Restrictions on Urban Freeways



Notes:

1. See par. 2.4.1.5(a)(iii)
2. Within visual zones the responsible roads authority may, after an EIA process, identify areas in which relaxation may be allowed by changing such visual zone areas back to the original area of control (minimum or partial) onto which the visual zone (maximum control) was super-imposed. In such instances, the responsible roads authority may also stipulate any terms and conditions additional to the requirements of this manual they may require compliance with.

Figure 8: Restrictions on signs at street corners

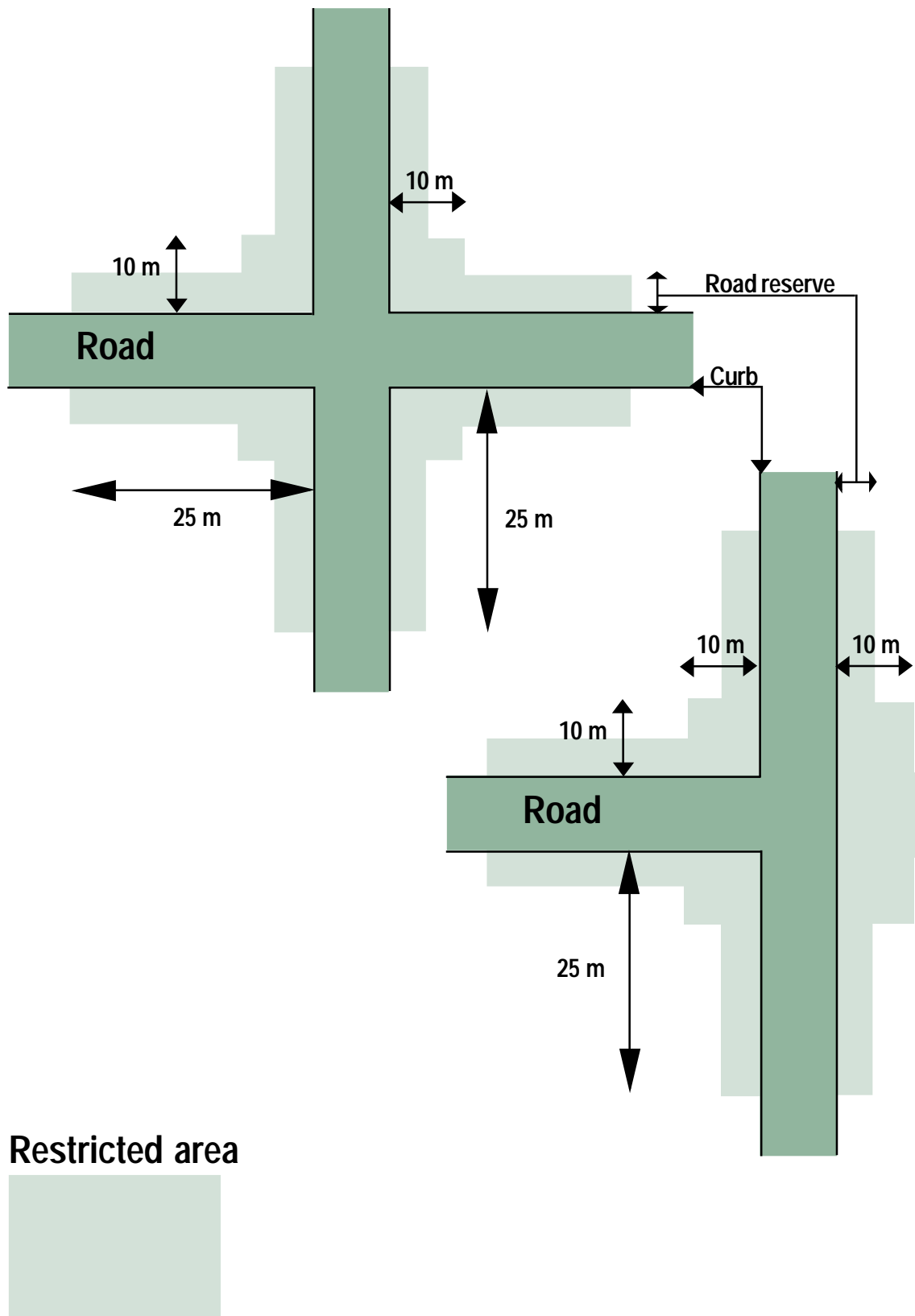
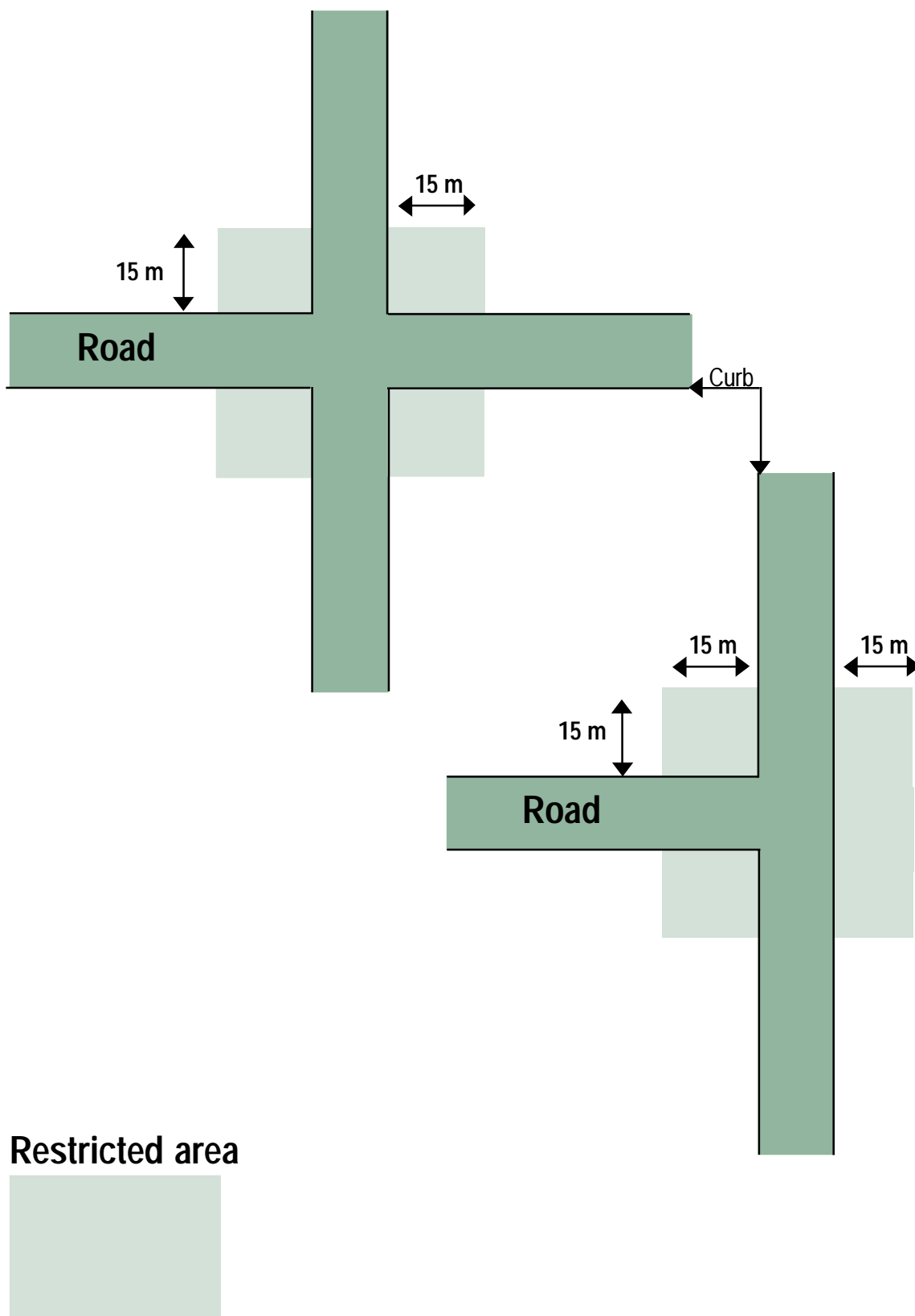


Figure 9: Restrictions on illuminated signs at signalised street corners



2.4.2 Guideline sheets

Guideline sheets indicate the appropriate advertising opportunities for each sign type as well as specific conditions attached to such opportunities.

Each guideline sheet contains the following headings:

(a) Description

The type of sign in question is defined and an indication is given of its role and function.

(b) Appropriate opportunity

The area of control in which the sign type is deemed permissible is given. A distinction is drawn between specific or deemed consent requirements.

Permissible with specific consent

The application may be approved at the discretion of the controlling authority after review of the applicable guidelines. The application will have to meet the prescribed conditions and any additional requirements there may be and must follow the route of application and written approval.

Permissible with deemed consent

These sign types are deemed approved without the authority having to provide specific consent. The onus is on the advertiser to ensure the sign complies with the conditions for the class concerned. The authority may declare the sign illegal or subject to specific consent should the conditions not be met.

(c) Performance standards

Specific conditions and requirements with respect to -

(i) *shape, size and height;*

(ii) *position;*

(iii) *colour and texture; and*

(iv) *illumination and animation of the sign.* A sign may be internally or externally illuminated. Animation may involve variable messages in the form of moving units such as trivision, revolve ads and wave motion ads or it may involve other special effects such as flashing lights, running light signs or similar devices.

(d) Safety

Specific safety requirements, where applicable, are stated. The safety provisions listed under 2.4.1.2 are of a non-specific nature and are applicable to all sign types.

(e) Design and construction

Specific design and construction requirements are listed where appropriate. The design provisions listed under 2.4.1.3 are of a non-specific nature and are applicable to all sign types.

(f) Maintenance

Specific maintenance requirements are listed where appropriate. The maintenance provisions listed under 2.4.1.4 are of a non-specific nature and are applicable to all sign types.

(g) Other considerations

Other considerations are discussed where applicable.

The period of display will depend on the type of sign and may vary from a few weeks to 5 years.

Class 1

Billboards and other high impact free-standing signs

This class consists of free-standing advertising structures which have a very high visual impact owing to their sheer size (billboards) or their appearance (tower structures). The main function of this class is to advertise non-locality-bound products, activities and services. (See definition of locality-bound sign). Most signs in this class therefore have a rather low necessity value.

GUIDELINE SHEET Type of sign: Class 1(a) ~ Super billboards

A. Description

This class consists of massive electronic billboards between 40 m² and 81 m².



Photo: OAASA

B. Appropriate opportunity

This type of sign shall be limited to urban areas of minimum control in the metropolitan areas of South Africa. It shall be subject to specific consent and shall be allowed only after a proper environmental impact assessment (EIA) has been undertaken. Such an EIA shall include visual, social and traffic safety aspects.

C. Performance standards

(i) Shape, size and height

Any sign permitted by this class shall not exceed a maximum size of 81 m² and a maximum height of 25 m.

Road safety principles shall be taken into consideration when determining letter sizes and the length of messages (See South African Road Traffic Signs Manual Volume 1 Section 4.4 and Section 9).

(ii) Position

Signs shall be displayed perpendicular to the direction of oncoming traffic.

A minimum distance of 5 km between signs on the same side of the road shall be maintained.

No billboard in this class shall be erected within a radius of 200 m from the centre of an intersection on an arterial road or within a radius of 100 m from the centre of an intersection on any lower order road in such a manner as to be oriented towards such an intersection.

See also general conditions 2.4.1.5(a)(i) - 2.4.1.5(a)(iii).

(iii) Illumination and animation

Are integral to this sign type.

D. Safety

General safety conditions 2.4.1.2(a) apply.

E. Design and construction

Any sign permitted by this class shall be placed on a base which has been designed and erected in terms of the conditions laid down by the controlling authority. General design and construction conditions listed under section 2.4.1.3 apply.

F. Maintenance

General maintenance conditions listed under section 2.4.1.4 apply.

G. Other considerations

Approval for display shall not be granted for an indefinite period. The relevant controlling authority will at its discretion grant approval for a limited period only, ranging from 1-5 years.

GUIDELINE SHEET Type of sign: Class 1(b) ~ Custom-made billboards

A. Description

This class consists of custom-made billboards between 8 m² and 81 m² which feature special effects such as internal illumination, specialist character cut-outs and three-dimensional presentations. 'Spectaculars' is a generic term used by the advertising industry for custom-made billboards and may include popular brandnames such as 'Supersites', 'Fireflies', 'Glolites', and 'Unilites'. Spectaculars are mostly in 3 m x 12 m or 3 m x 6 m format (commonly known as 96 and 48 sheet signs) but they may be as small as 4 m x 2 m.

B. Appropriate opportunity

This type of sign shall be permitted only in urban areas of minimum control and shall be subject to specific consent.



C. Performance standards

(i) Shape, size and height

Any sign permitted by this class shall not exceed a maximum size of 81 m² and a maximum height of 7,5 m. The clear height of the advertising structure shall not be less than 2,4 m. An environmental impact assessment shall be required for any custom-made billboard in excess of 36 m². Such an EIA shall include visual, social and traffic safety aspects.

(ii) Position

No more than one sign shall be allowed on any site. An advertisement consisting of a single board shall be displayed perpendicular to or at an angle of 30° to the direction of oncoming traffic.

In the case of two boards joined together the advertisement shall be displayed with the axis of symmetry perpendicular to the direction of oncoming traffic.

At a road intersection, a maximum of two signs of this class shall be permitted per intersection. No billboard shall be allowed within a radius of 100 m from the centre of an intersection on an arterial road and within a radius of 50 m from the centre of an intersection on any lower order road. See also general conditions 2.4.1.5(a)(i) - 2.4.1.5(a)(iii).

Spectaculars along roads shall be spaced at the following minimum distances:

Speed limit	Spacing
81-100 km/h+	} apart when in view of each other and on the same side of the road
61-80 km/h	
<60 km/h	

(iii) Colour and texture

Signs erected in the vicinity of a signalised intersection shall not display the colours red, amber or green if such colours will, in the opinion of the roads authority, constitute a road safety hazard.

(iv) Illumination and animation

Internal and external illumination are allowed, but no animation shall be allowed. The following maximum luminance levels are prescribed (as determined by the International Commission on Illumination):

Illuminated area	Max. luminance
<0,5 m ²	1 000 candela/m ²
0,5 m ² <2 m ²	800 candela/m ²
2 m ² <10 m ²	600 candela/m ²
>10 m ²	400 candela/m ²

The light source emanating from floodlights shall not be visible to traffic travelling in either direction. Floodlighting shall be positioned to ensure effective distribution and minimise light wastage or 'spill'.

Class 1(b) ~ Custom-made billboards (continued)

D. Safety

General safety conditions listed under section 2.4.1.2 apply.

E. Design and construction

Any sign permitted by this class shall be placed on a base which has been designed and erected in terms of the conditions laid down by the controlling authority.

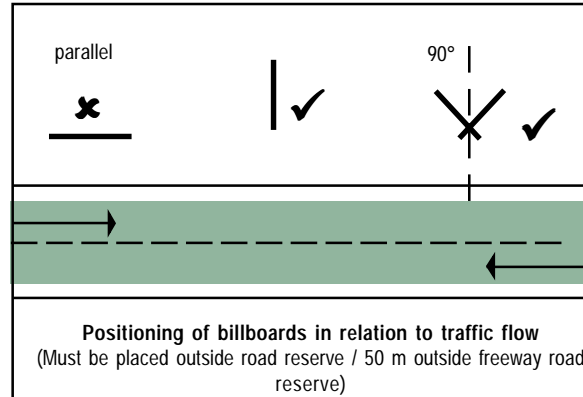
General design and construction conditions listed under section 2.4.1.3 apply.

F. Maintenance

General maintenance conditions listed under section 2.4.1.4 apply.

G. Other considerations

Approval for display shall not be granted for an indefinite period. The relevant controlling authority will at its discretion grant approval for a period ranging from 1-5 yrs.



GUIDELINE SHEET Type of sign: Class 1(c) ~ Large billboards

A. Description

This class consists of billboards ranging in size from 36 m² to 18 m². Large billboards are a widely-used outdoor medium, with 3 m x 12 m and 3 m x 6 m proving the most popular formats (commonly known as 96 sheet and 48 sheet signs). These billboards are generally paper-posted, but may also be signwritten, posted with vinyl or a combination of all three.



B. Appropriate opportunity

These signs shall be permitted only in urban areas of minimum control and shall require specific consent. These signs shall not be permitted in areas of partial and maximum control.

C. Performance standards

(i) Shape, size and height

Any sign permitted by this class shall not exceed a maximum size of 36 m² and a maximum height of 7,5 m. The clear height of the advertising structure shall not be less than 2,4 m.

(ii) Position

No more than one sign shall be allowed per site. An advertisement

consisting of a single board shall be displayed perpendicular to or at an angle of 30° to the direction of oncoming traffic.

In the case of two billboards joined together, the advertisement shall be displayed with the axis of symmetry perpendicular with the direction of oncoming traffic.

Billboards along roads shall be spaced at the following minimum distances:

Speed limit	Spacing
81-100 km/h+	} apart when in view of each other and on the same side of the road
61-80 km/h	
<60 km/h	

At a road intersection, a maximum of only two billboards per intersection shall be permitted. No billboard shall be permitted within a radius of 100 m from the centre of an intersection on an arterial road and within 50 m from the centre of an intersection on any lower order road.

See also general conditions 2.4.1.5(a)(i) - 2.4.1.5(a)(iii).

(iii) Colour and texture

No signs erected in the vicinity of a signalised intersection shall have the colours red, amber or green if such colours will, in the opinion of the roads authority, constitute a road safety hazard.

(iv) Illumination and animation

External illumination is permitted provided such illumination does not constitute a road safety hazard in the opinion of the road authority, or cause undue disturbance. [For internal illumination and animation of the same size of billboard, see class 1(b).]

D. Safety

General safety conditions listed under section 2.4.1.2 apply.

E. Design and construction

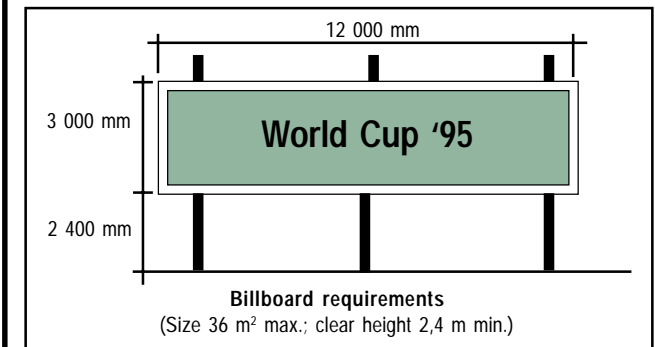
Any sign permitted by this class shall be placed on a base which has been designed and erected in terms of the conditions laid down by the controlling authority. General design and construction conditions listed under section 2.4.1.3 apply.

F. Maintenance

General maintenance conditions listed under section 2.4.1.4 apply.

G. Other considerations

Approval for display shall not be granted for an indefinite period. The relevant controlling authority will at its discretion grant approval for a limited period only, ranging from 1-5 yrs.



GUIDELINE SHEET Type of sign: Class 1(d) ~ Small billboards and tower structures

A. Description

This class consist of small billboards and tower structures which shall be used only for general and non-locality-bound advertisements on products, activities and services in parking areas of shopping centres and at important transport nodes such as railway stations, bus stations and airports. Tower structures may also be used as focal points in larger pedestrian areas. Although small billboards and tower structures may refer indirectly to products, activities or services available at a particular shopping centre or transport node, the main function of this type of sign shall not be to identify or locate specific enterprises at such centres or nodes. This function belongs to *on-premises business signs* [class 3(k)].

Small billboards may range in size and format between 3 m x 2 m and 3 m x 1,5 m (commonly referred to in the advertising industry as 16 sheet and 12 sheet signs). Popular brand names for small billboards include *shopper twelves*, *station twelves*, and *junior posters*. Tower structures include brandnames such as *guard towers* and *super trilaterals*. 'Guard towers' are tower shaped advertising structures comprising four 2,5 m x 1,5 m, 3 m x 1,5 m or 4 m x 1 m panels. 'Super trilaterals' are pole-mounted, three-sided units carrying three 1 m x 4 m panels.



B. Appropriate opportunity

These signs shall be permitted only in urban areas of minimum and partial control. Deemed consent will apply in areas of minimum control. Specific consent shall be required in areas of partial control.

C. Performance standards

(i) Shape, size and height

Any billboard permitted by this class shall not exceed a maximum size of 6 m² and a maximum height of 3,5 m and shall have a clear height of not less than 1,5 m. No panel or board on a tower structure shall exceed a maximum size of 4,5 m². The clear height of a tower structure shall not be less than 2,4 m, while the maximum height of such a structure shall not be more than 5 m.

(ii) Position

Signs in this class shall be "internally oriented" and shall, in the opinion of the controlling authority, not be aimed at the road user outside the shopping centre or transport node.

(iii) Illumination and animation

Illumination or animation are permitted provided such illumination or animation does not, in the opinion of the roads authority, constitute a road safety hazard or cause undue disturbance.

D. Safety

General safety conditions listed under section 2.4.1.2 apply.

E. Design and construction

Tower structures provided in larger pedestrian areas shall be used only as focal points. Such tower structures shall be of a high visual standard and shall, in the opinion of the controlling authority, harmonize with the surrounding buildings and streetscape.

Any sign permitted by this class shall be placed on a base which has been designed and erected in terms of conditions laid down by the controlling authority. General design and construction conditions listed under section 2.4.1.3 apply.

F. Maintenance

General maintenance conditions listed under section 2.4.1.4 apply.

G. Other considerations

Approval for display shall not be granted for an indefinite period. The relevant controlling authority will at its discretion grant approval for a limited period only, ranging from 1-5 yrs.

Class 2

Posters and general signs

The function and necessity of signs in this class vary greatly. Most signs in this class have an urban nature but some have a role to play in natural and rural areas. These signs generally have a lower aesthetic impact owing to their smaller size or temporary nature. However, in relative terms their aesthetic impact is significant given the relative ease with which some of these signs are manufactured and displayed and the relatively low cost involved.

GUIDELINE SHEET Type of sign: Class 2(a) ~ Large posters and advertisements on street furniture

A. Description

This class consists of self-supporting posters and advertising on street furniture. It provides ample opportunity for non-locality-bound advertising along urban roads and streets inside road reserves as well as opportunities for non-locality-bound advertising in public spaces and in other pedestrian-oriented areas at shopping centres, shopping malls and at transport nodes.

Large posters are provided in various formats such as 1,56 m x 1,05 m (commonly known as 4 sheet posters) and 1,8 m x 1,2 m. These posters are usually displayed on standardised self-supporting structures erected by outdoor advertising contractors and are commonly referred to in the industry as *impact fours*, *popstands*, *flagstands*, *centre fours*, *shop ads*, *CBD units*, *landscape pops*, *postaflex*, *station fours*, and *station streamers*, depending on the function and location of the sign.

These standardised structures are normally mounted on poles or standards, the base of which is firmly embedded and fixed in the ground, but poster structures might also be placed directly on the ground.

Advertising on street furniture consists of advertising on public facilities and structures which are not intended primarily for advertising but which are provided for pedestrians and commuters and may include seating benches, planters, pavement litter bins, pole-mounted bins, bus shelters, pavement clocks and drinking fountains.

In certain instances specially designed advertising furniture of high visual quality may be provided for the sole purpose of advertising.

Large posters and street furniture may also be used for displaying street maps and other tourist information.

This class provides opportunities for making creative and positive contributions to streetscapes.



B. Appropriate opportunity

Signs in this class shall not be permitted in natural and rural landscapes, but may be considered in urban areas of maximum and partial control (specific consent) and in urban areas of minimum control (deemed consent).

Large posters shall not be used for the primary purpose of directing or guiding the traveller to an enterprise or facility.

C. Performance standards

(i) Shape, size and height

Poster signs and advertisements on street furniture shall not exceed 2,2 m² in area, provided that where poster signs or street furniture face in more than one direction, the total area shall not exceed 4,4 m². Poster structures and street furniture carrying advertisements shall not exceed a

maximum height of 3 m. A maximum height of 4 m may be allowed for street and advertising furniture of high visual quality and which serve as visual focal points.

(ii) Position

Class 2(a) signs are permitted within all urban road reserves other than freeways and limited use areas along freeways but any poster sign permitted by this class shall not extend nearer than 1 800 mm from the vertical line of the carriageway edge or extend nearer than 300 mm to the vertical line of the kerb of a cycle path, footpath or sidewalk.

Poster signs aimed at the road user shall not be less than 120 metres apart. Street furniture shall not be used or positioned for the primary or sole purpose of advertising. Signs in this class shall not be placed in such a way as to obstruct any pedestrian movement in the opinion of the controlling authority. See also general conditions on position 2.4.1.5(a)(i) - 2.4.1.5(a)(iv).

(iii) Colour and texture

Signs in the vicinity of signalised intersections shall not display the colours red, amber or green if such colours will, in the opinion of the roads authority, constitute a road safety hazard.

(iv) Illumination and animation

Illumination and animation shall not be permitted in urban areas of maximum control, but are permissible in areas of partial and minimum control. No animation or illumination shall be allowed if such animation or illumination, in the opinion of the roads authority, constitute a road safety hazard.

Class 2(a) ~ Large posters and advertisements on street furniture (continued)

D. Safety

General safety conditions listed in section 2.4.1.2 apply.

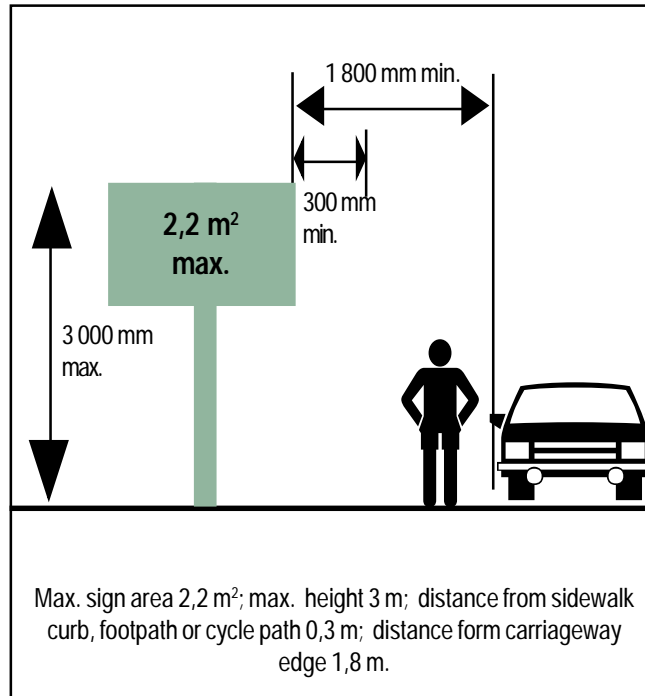
E. Design and construction

Standardised pole-mounted posters shall be allowed only where they will not have a negative visual impact on the streetscape and the character of an area in the opinion of the controlling authority. More creative and visually pleasant structures should be used for displaying large posters than standardised pole-mounted structures in order to make a positive contribution to streetscaping. Street furniture and advertising furniture higher than 3 m shall be used only as focal points.

General design and construction conditions listed in section 2.4.1.3 apply.

F. Maintenance

General maintenance conditions listed in section 2.4.1.4 apply.



GUIDELINE SHEET

Type of sign: Class 2(b) ~ Banners and flags

A. Description

This class consists of advertisements in the form of banners and flags.

Flags are attached to a single flagstaff projecting vertically from a premises or projecting vertically, horizontally or at an angle from a building. Banners may be attached to buildings or to special streetscaping structures provided for this purpose.

Banners and flags shall be used only for the following purposes:

- Advertising functions and events conducted for religious, educational, social, welfare, animal welfare, sporting, civic or cultural purposes, or functions or events relating to municipal, provincial or parliamentary elections or referenda.
- Displaying the name, corporate symbol and nature of enterprises.
- Streetscaping urban areas such as pedestrian malls and gateways.

Only locality-bound banners and flags shall be used for advertising functions, events and enterprises, except when incorporated in a streetscaping project. Banners and flags shall not be used for advertising sales promotions or commercial products or events.

Note: National flags of any country are excluded from this class and may therefore be displayed in all areas of control provided they do not carry any advertisement or subject matter additional to the design of the flag or flagstaff.

Note: Banners and flags carried through the streets as a part of a procession are not included in this class.



B. Appropriate opportunity

This class of advertisement shall not be permitted in natural areas of maximum control. The display of banners and flags is permitted in rural and urban areas of maximum control (specific consent), urban areas of partial control (specific consent) and urban areas of minimum control (deemed consent). Specific consent shall also be needed in urban areas of minimum control to display flags and banners for the purpose of streetscaping.

C. Performance standards

(i) Shape, size and height

A maximum of only two banners or flags per event, enterprise or function shall be permitted in urban and rural areas of maximum control, while a maximum of only four banners or flags per event, enterprise or function shall be permitted in urban areas of partial and minimum control. A maximum of only ten banners or flags shall be permitted per larger shopping centre.

No banner or flag shall be larger than 5 m² in rural and urban areas of maximum control and not larger than 6 m² in urban areas of partial and minimum control, while the total sign area per event, function or enterprise shall not exceed 7 m² in areas of maximum control and 12 m² in areas of partial and minimum control.

No character or symbol on a flag or banner shall be more than 0,75 m in height.

(ii) Position

Every banner or flag shall be attached to or suspended between poles or other supports on the site or against the building where the function or event is to be held or where the enterprise is located or on such other site as the controlling authority may allow. Banners and flags are permitted within all urban road reserves other than freeways, but banners shall only be suspended across a road or street as part of an urban streetscaping project. [General conditions 2.4.1.5(a)(ii) and 2.4.1.5(a)(iii)(dd).]

See also general conditions 2.4.1.5(a)(i) and 2.4.1.5(a)(iv).

(iii) Colour and texture

Banners attached to buildings in urban areas of maximum control shall, in the opinion of the controlling authority, blend with such buildings.

(iv) Illumination and animation

No illumination or animation of banners or flags shall be permitted.

Class 2(b) ~ Banners and flags (continued)

D. Safety

Every banner or flag shall, in the opinion of the roads authority, be attached so as not to interfere with or constitute a danger to passing vehicular or pedestrian traffic.

See also other general safety conditions under 2.4.1.2.

E. Design and construction

General design and construction conditions listed in 2.4.1.3 apply.

Banners and flags used for streetscaping shall, in the opinion of the controlling authority, form a harmonious and well-designed part of the total streetscape.

F. Maintenance

No advertisement shall be displayed for more than two weeks before the date of the function or event advertised and no such advertisement shall be permitted to remain in position for more than three days after the conclusion of such function or event. See general maintenance conditions under 2.4.1.4.

GUIDELINE SHEET

Type of sign: Class 2(c) ~ Suburban ads

A. Description

This class consists of pole-mounted *location signs* (road traffic signs - GL2) at entrances to suburbs carrying an advertising sign beneath the suburb name.



B. Appropriate opportunity

'Suburban ads' shall be permitted only in urban areas of maximum, partial and minimum control and shall require specific consent in all instances. According to the South African Road Traffic Signs Manual, *suburb name signs* (GL2) are not recommended for use on freeways. (SARTSM Vol1, Subsection 4.5.5.3)

C. Performance standards

(i) Shape, size and height

Shall be rectangular, 0,4 m x equal length of the *suburb name sign*. The advertisement shall be smaller and less conspicuous than the *suburb name sign*.

(ii) Position

Suburban ads are permitted within all urban road reserves other than freeways [General condition 2.4.1.5(a)(iii)(dd)]. As these signs are attached to *suburb name signs*, which are road traffic signs, their positioning shall be dependent on the positioning of the *suburb name sign*. However, *suburb name signs* positioned on road islands, medians and within the restricted area as indicated on Fig. 8 shall not be used to carry suburban ads. [See general conditions 2.4.1.5(a)(i) and 2.4.1.5(a)(iv).]

(iii) Colour and texture

No colours that may cause confusion with road traffic signs in the opinion of the roads authority shall be used.

The principal area (background) of the advertising sign shall not be retroreflective or fluorescent.

(iv) Illumination and animation

No illumination or animation shall be permitted.

D. Safety

General safety conditions as listed under 2.4.1.2 of this document apply.

E. Design and construction

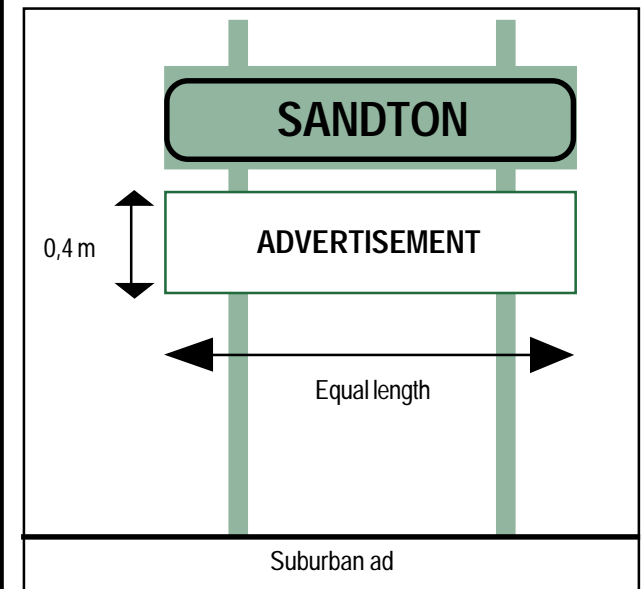
General design and construction conditions as listed under 2.4.1.3 of this document apply.

F. Maintenance

General maintenance conditions as listed under 2.4.1.4 of this document apply.

G. Other considerations

See also South African Road Traffic Signs Manual Vol. 1 par 1.9.4(b) and 4.5.5.



Class 2d

Temporary advertisements

This class permits a wide variety of occasional signs and advertisements which are usually displayed to publicise a forthcoming event, to advertise a short-term use of the advertisement site, or to announce the sale or renting of real estate or the sale of goods and commodities. Class 2(d) includes the following types of temporary advertisements:

- 2(d) (i) *Estate agents' boards* (Real estate for sale, on show, to let or sold)
- 2(d) (ii) *Sale of goods or livestock* on land and premises not normally used for commercial purposes (Auction sales)
- 2(d) (iii) *Pavement posters and notices*
- 2(d) (iv) *Project boards*
- 2(d) (v) *Temporary window signs*

GUIDELINE SHEET Type of sign: Class 2(d)(i) ~ Estate agents' boards

A. Description

This class consists of signs which are temporarily displayed to advertise the fact that land, premises, development or any other form of real estate is for sale or to let. All signs in this class shall contain only the words 'For Sale', 'To Let' or 'Sold', and the name, logo, address and telephone number of the selling or letting agent.



B. Appropriate opportunity

Estate agents' boards may be permitted in all areas of control and are subject to deemed consent in all areas.

C. Performance standards

(i) Shape, size and height

Only one sign per estate agent shall be allowed while not more than two estate agents shall display their signs simultaneously on the same premises. A sign may consist of a single board or two duplicate boards joined at an angle of 120°.

The maximum size of estate agents' boards shall be as follows:

Areas of maximum and partial control

- **Residential:** 0,55 m² for single boards or a total area of 0,65 m² for two joined boards.
- **Agricultural or commercial** (including centres of economic activity outside urban areas): 2 m² for single boards or 2,3 m² in total for two joined boards.

Areas of minimum control

2,8 m² for single boards or 3,2 m² in total for two joined boards.

(ii) Position

These signs shall be placed at or fixed to the building concerned, or attached to the boundary fence of the premises concerned, or displayed within the boundaries of such premises. These signs shall not be displayed in the road reserve or on road islands or medians. (Other general location conditions under 2.4.1.5 also apply).

No sign shall project at any point more than 1,3 m from the wall of the building or structure to which it is affixed.

(iii) Colour and texture

No limitations.

(iv) Illumination and animation

Illumination or animation of this sign type shall not be allowed.

D. Safety

General safety conditions listed under 2.4.1.2 apply.

E. Design and construction

General design and construction conditions 2.4.1.3(a)(i) - 2.4.1.3(c)(ii) and 2.1.4.3(e)(i) apply.

F. Maintenance

All boards shall be removed not later than 14 days after completion of the sale or granting of the tenancy.

General maintenance conditions listed under 2.4.1.4 apply.

GUIDELINE SHEET Type of sign: Class 2(d)(ii) ~ Sale of goods or livestock

A. Description

This class consists of signs announcing the sale of goods or livestock on land or on premises not normally used for commercial purposes. It may include auction sales of furniture and other household goods on residential premises or an auction of livestock or game on a farm.



B. Appropriate opportunity

Signs in this subclass may be displayed with deemed consent in all areas of control.

C. Performance standards

(i) Shape, size and height

Only one sign per sale shall be allowed.

The maximum size of signs shall be as follows:

Areas of maximum and partial control: 2 m²

Areas of minimum control: 2,8 m²

No part of any sign shall be higher than 3 metres above the ground.

(ii) Position

A sign announcing the sale of goods or livestock shall be displayed only on the premises or property where the advertised sale is to be held or shall be attached to the boundary fence of such a property or such premises.

See also general condition 2.4.1.5(a)(iv).

(iii) Colour and texture

No limitations.

(iv) Illumination and animation

Illumination or animation of this sign type shall not be allowed.

D. Safety

General safety conditions listed under 2.4.1.2 apply.

E. Design and construction

General design and construction conditions under 2.4.1.3(a)(ii), 2.4.1.3(a)(iv), 2.4.1.3(a)(ix) and 2.4.1.3(e)(i) apply.

F. Maintenance

A sign shall be removed not later than 7 days after an auction or sale.

G. Other considerations

Tourism signs indicating temporary events (TGF17) as provided under the South African Road Traffic Sign System may also be used to indicate auctions. Such signs are commonly provided by service organisations such as the Automobile Association and have a black-on-yellow colour code.

GUIDELINE SHEET Type of sign: Class 2(d)(iii) ~ Pavement posters and notices

A. Description

This class consists of temporary signs attached to electrical light standards within the road reserve to advertise public and charitable events, functions, occasions, meetings or campaigns of a religious, educational, cultural, political, social, sporting or recreational nature.

This includes the display of posters for parliamentary or municipal election campaigns.



B. Appropriate opportunity

Signs in this class shall be limited to urban areas of partial and minimum control. Specific consent shall be required in both cases. The advertising of commercial products, services or events by means of pavement posters and notices shall be prohibited. Permission shall be granted only to non-profit-making organisations such as charities, institutions and educational and sporting bodies.

C. Performance standards

The number of posters for election campaigns shall be limited to a maximum of three posters per post or standard. The number of all other posters shall be limited to a maximum of one poster per post or standard.

The name of the organisation, the date of the function and the venue shall appear on the poster in letters not smaller than 50 mm

in height.

(i) Shape, size and height

The posters shall not exceed 0,55 m² in size. Posters shall be a minimum of 2 metres below any light fixture.

(ii) Position

Posters shall be restricted to electric light standards or any other structure which is provided for the express purpose of pasting or affixing posters and notices.

No posters shall be erected on power line standards, road traffic signs and signals, walls, columns and posts of verandas and balconies, electricity boxes, trees or bridges.

Posters shall not cover any municipal markings or painted stripes on lamp posts.

General conditions 2.4.1.5(a)(i) and 2.4.1.5(a)(iv) apply.

(iii) Colour and texture

No limitations.

(iv) Illumination and animation

Illumination or animation of this class of sign shall not be permitted.

D. Safety

General safety conditions listed in section 2.4.1.2 apply.

E. Design and construction

Posters shall be fixed to electric light standards by means of a suitable cord. No metal clamps or wire shall be used.

No steel or aluminium ladders shall be placed against the standards on which the posters are to be erected.

The maximum number of posters affixed to any light standard shall be limited to one poster.

F. Maintenance

Posters, with the exception of parliamentary or municipal election or referendum posters, shall be erected only 14 days prior to the event. All posters, backing boards and cord or string shall be removed within 7 days of the passing of the event. No poster relating to a parliamentary or municipal election or referendum shall be displayed for longer than the period extending from the beginning of the date of proclamation in the Government Gazette of an upcoming referendum or election to the end of the fourteenth day after the date of such election or referendum.

General maintenance conditions listed under section 2.4.1.4 apply.

G. Other considerations

Every poster and notice for which permission is granted, with the exception of election campaign posters, shall be stamped with the local authority's stamp or marked with a municipal sticker and only signs so stamped or marked shall be displayed.

GUIDELINE SHEET Type of sign: Class 2(d)(iv) ~ Project boards

A. Description

This class consists of signs displaying the involvement of contractors and consultants in minor or major construction projects or alterations to existing structures or facilities. The sign shall describe only the building or structure being erected or other work or activity being carried out in the duration of the project, and the names of the contractors or consultants concerned in such work or activity. The branches of the industry or the professions of the contractors or consultants may be listed.

Also included are signs describing the type of development being carried out on a site and giving details such as the type of accommodation being provided, floor space available and the name, address and telephone number of the developer or his agent.



B. Appropriate opportunity

This type of sign may be displayed in all areas of control and shall be subject to specific consent in natural areas of control and deemed consent in all other areas of control.

C. Performance standards

(i) Shape, size and height

Project boards shall not exceed 1,5 m² per consultant or contractor, whether displayed as part of a combined project board or individually. Combined project boards shall not exceed 9 m² in total. Individual or single boards shall be displayed only if no other consultants or contractors are involved or if a combined project board has already been erected.

Signs describing the type of development shall not exceed 3 m in height, and shall not exceed 4,5 m² in size in areas of maximum control and 6 m² in all other areas of control.

(ii) Position

Only one advertisement per contractor or consultant shall be permitted per street frontage of a site, while in natural areas only one advertisement per contractor or consultant per project shall be allowed. In all cases only one sign describing the type of development shall be allowed per premises.

Project boards may be positioned within road reserves other than free-ways, but only next to a development site if sufficient space is not available on the actual site. Project boards concerning road construction may be positioned in any road reserve, including a freeway [General conditions 2.4.1.5(a)(iii)(bb) and 2.4.1.5(a)(iii)(cc).]

See also general condition 2.4.1.5(a)(f).

(iii) Colour and texture

No limitations.

(iv) Illumination and animation

The advertisement shall not be illuminated or animated.

D. Safety

General safety conditions listed under 2.4.1.2 apply.

E. Design and construction

General design and construction conditions listed under 2.4.1.3 apply.

F. Maintenance

Project boards shall be displayed only during the period when the construction works are actually taking place on the site.

General maintenance conditions listed under 2.4.1.4 apply.

GUIDELINE SHEET Type of sign: Class 2(d)(v) ~ Temporary window signs

A. Description

This class consists of signs which are temporarily painted on or attached to the window-glass of a building used for commercial, entertainment, office or industrial purposes or any temporary sign which is displayed within two metres of any window or other external opening through which it can be seen from outside such a building. These signs are used mainly for sales promotions and other advertisements which are aimed at attracting the attention of both road users and pedestrians. Non-locality-bound products, activities and services may also be included in this class. Price tickets on items inside such buildings which are smaller than 0,01m² shall be excluded from this class. [For permanent window signs see Class 3 (g).]



B. Appropriate opportunity

Temporary window signs may be permitted in all areas of control, but shall be displayed only on ground-floor windows, and shall be subject to deemed consent.

C. Performance standards

(i) Shape, size and height

The total area of all temporary signs which are painted on or attached to the windows of a specific enterprise shall not exceed 10% of the total ground-floor window area of such an enterprise in an urban and natural area of maximum control; 25% in a rural area of maximum control and an urban area of partial control; and 50% in an urban area of minimum control.

(ii) Position

Signs shall be limited to ground-floor windows.

(iii) Colour and texture

No limitations.

(iv) Illumination and animation

In urban and natural areas of maximum control no internally-illuminated signs inside a building shall be visible from outside the building.

Illumination shall comply with section 2.4.1.6 of this document.

D. Safety

General safety conditions 2.4.1.2(a)(i) - 2.4.1.2(a)(iii), 2.4.1.2(a)(v), 2.4.1.2(a)(vii), 2.4.1.2(b)(i) and 2.4.1.2(b)(iii) apply.

E. Design and construction

General design and construction conditions listed under 2.4.1.3 apply.

GUIDELINE SHEET Type of sign: Class 2(e) ~ Street name advertisements

A. Description

This sign class consists of pole-mounted, double-sided, internally illuminated advertisements displayed in combination with *street name signs* (GL1) in the urban environment.



Street name advertisements should be aimed primarily at advertising and identifying functions such as:

- shopping centres and groups of shops in arcades and plazas;
- community facilities;
- parking areas;
- larger and more prominent enterprises and institutions such as apartment stores, banks and financial institutions, and hotels; and
- filling stations.

These signs will constitute an important service to both the motorist and the pedestrian in locating such facilities and functions.

B. Appropriate opportunity

Street name advertisements shall be permitted only in urban areas of minimum and partial control and shall be subject to specific consent in both cases.

C. Performance standards

(i) Shape, size and height

The advertising and street name sections shall be rectangular in shape. The street name section shall be below the advertising section but not closer than 200 mm from the advertising section and not closer than 2,1 m to the ground.

The maximum horizontal dimension of the advertising section of the sign may range between 0,8 m and 1,0 m while the maximum vertical dimension of this section may range between 1,0 m and 1,2 m, as long as the advertising space shall not exceed 1,0 m².

The illuminated parts of the sign shall be above the level of standard pole-mounted traffic lights and shall not extend over the road surface.

(ii) Position

Street names advertisements shall be erected only at intersections with a maximum of two illuminated signs per intersection. This type of sign is therefore allowed within urban road reserves other than freeways and on road medians. [General conditions 2.4.1.5(a)(i) and 2.4.1.5(a)(ii)(ee)].

(iii) Colour and texture

Static illumination is allowed on condition that the colours red, amber and green shall not be permitted at signalised traffic intersections. The street name shall be in black letters on a white background.

(iv) Illumination and animation

Internal illumination of both sections of the sign is permitted with the proviso that the degree of illumination intensity shall be equal for both parts of the sign. Illumination shall comply with section 2.4.1.6 of this document. No forms of animation shall be permitted. The sign shall not flash.

D. Safety

General safety conditions listed under 2.4.1.2 apply.

Any street name on the advertising space shall be smaller and less conspicuous than the street name on the actual street name panel. The layout of the advertising panel shall be such that there shall, in the opinion

of the roads authority, not be any confusion with the street name on the street name panel of the sign.

E. Design and construction

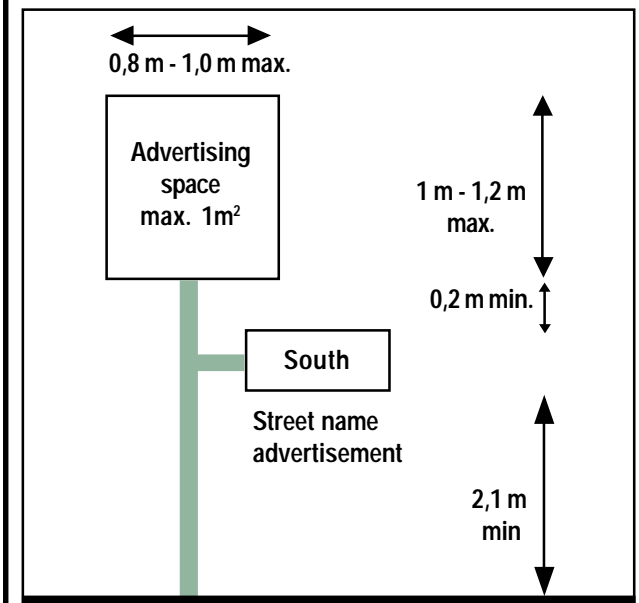
General design and construction conditions listed under 2.4.1.3 apply.

F. Maintenance

General maintenance conditions listed under 2.4.1.4 apply.

G. Other considerations

See also SARTSM Vol. 1 par.1.9.4(a) and par. 4.5.4.



GUIDELINE SHEET Type of sign: Class 2(f) ~ Neighbourhood watch and similar schemes

A. Description

This class consists of outdoor signs for neighbourhood watch, farm watch and similar watch schemes indicating that a watch scheme is in operation in the area. It also makes provision for signs containing the name, address and telephone number of a security company contracted to protect the premises on which the sign is displayed.



B. Appropriate opportunity

These signs may be displayed in all areas of control and are subject to deemed consent.

C. Performance standards

(i) Shape, size and height

Signs shall not exceed 0,35 m² in area nor a height of 3,0 metres above ground level, with the exception of farm watch signs which shall not exceed 1,5 m².

(ii) Position

In urban areas only one sign per street boundary of a stand or subdivision shall be permitted and such sign shall be firmly affixed to the building, boundary wall, fence or gates on the street frontage or shall be displayed within the boundaries of the stand.

Farm watch signs may be displayed at the junction or intersection of a public road and private access road or at the entrance to an individual farm. Only one sign per farm shall be allowed.

A neighbourhood or farm watch sign may be erected within a road reserve other than freeways at the point where the watch area is entered. However, such signs shall not be positioned on a road island or road median or inside a restricted area at street corners as indicated on Fig. 8 [(See general conditions 2.4.1.5)(a)(i) and 2.4.1.5 (a)(iv)]

(iii) Colour and texture

No limitations to colour and texture are imposed.

(iv) Illumination and animation

Illumination or animation shall not be permitted.

D. Safety

General safety conditions listed under 2.4.1.2 apply.

E. Design and construction

General design and construction conditions listed under 2.4.1.3 apply.

F. Maintenance

General maintenance conditions listed under 2.4.1.4 apply.

G. Other considerations

Signs shall refer only to the existence and operation of a commercial security service, burglar alarm system or neighbourhood watch or similar system or scheme.

GUIDELINE SHEET Type of sign: Class 2(g) ~ Product replicas and three-dimensional signs

A. Description

This class consists of product replicas and other three-dimensional devices used for the purpose of advertising and may be free-standing or attached to a building. This sign type shall be associated only with shopping centres or other commercial areas or with entertainment or industrial areas.



B. Appropriate opportunity

This type of sign shall be permitted only in urban areas of partial control (specific consent) and urban areas of minimum control (deemed consent) and shall be provided only for commercial, entertainment and industrial land uses.

C. Performance standards

(i) Shape, size and height

Individual signs shall not exceed a vertical dimension of 1,5 m and a diameter of 1 m in areas of partial control and a vertical dimension of 2 m and a diameter of 1,3 m in areas of minimum control.

Signs attached to buildings or displayed on individual premises shall be limited to one sign per enterprise.

The highest point of any free-standing sign above ground level shall not exceed 3 m in areas of partial control and 4 m in areas of minimum control.

(ii) Position

Signs attached to buildings shall not be displayed above the bottom edge of the second floor window and shall not extend above the level of the underside of the eaves or gutter of any building. No sign shall be placed in front of or obstruct the view from any window or any other external opening of any building. The above conditions on position do not apply to entertainment districts.

Signs aimed at the road user shall be spaced at the following minimum distances when in view of each other and on the same side of the road:

Speed limit	Spacing
81-100 km/h+	250 m
61-80 km/h	200 m
<60 km/h	120 m

General conditions with regard to position as listed under 2.4.1.5 apply.

(iii) Colour and texture

No limitations.

(iv) Illumination and animation

Illumination or animation may be permitted.

D. Safety

General safety conditions listed under 2.4.1.2 apply.

E. Design and construction

Product replicas shall, in the opinion of the controlling authority, not dominate prominent architectural features of any building with the exception of buildings in entertainment districts. General design and construction conditions listed under 2.4.1.3 apply.

F. Maintenance

General maintenance conditions listed under 2.4.1.4 apply.

Class 3

Signs on buildings, structures and premises

This class consists mainly of advertisements and signs attached to or painted on larger structures not erected primarily for displaying advertisements such as buildings, towers and bridges. However, class 3 also allows for certain free-standing on-premises signs and advertising structures directly linked to enterprises, residential functions or community services. On account of this close relationship with buildings, enterprises, residential functions and community services this sign type is functionally limited to urban areas and centres of economic activity in rural and natural environments with only one or two exceptions. The aesthetic impact of advertisements in this class ranges widely from the huge sky sign on top of a building to the very small "beware of the dog" sign on a residential site. Most signs in class 3 are locality bound (see definition of locality-bound sign) and have a high necessity value since they play an important role in locating enterprises and other functions and services.

GUIDELINE SHEET

Type of sign: Class 3(a) ~ Sky signs

A. Description

This class consists of very large signs between 75 m² and 300 m² on top of skyscrapers in metropolitan areas. It may also include any sign consisting of a single line of free-standing, individual, cut-out, silhouetted letters, symbols or emblems. Sky signs can be important landmarks in larger urban centres.



Photo: OAASA

B. Appropriate opportunity

Sky signs shall be limited to areas of partial and minimum control in the metropolitan areas of South Africa. Specific consent shall be required after a proper visual and traffic safety impact assessment has been undertaken.

The visual contents of an advertisement shall be included in such a visual impact assessment.

C. Performance standards

(i) Shape, size and height

Any sign permitted by this class shall not exceed a maximum size of 300 m².

A maximum of only 1 to 5 signs shall be allowed for each central business district in a metropolitan area. The number and size of signs shall be determined by the outcome of the impact assessment and will depend on factors such as the size and character of the CBD and surrounding areas, the lifestyle of the local communities and the nature of host skyscrapers.

(ii) Position

A sky sign shall not project in front of a main wall of a host building so as to extend beyond the roof of such a building in any direction.

A sky sign shall not obstruct the view from any other building.

(iii) Colour and texture

No limitations.

(iv) Illumination and animation

Illumination shall comply with section 2.4.1.6 of this document.

D. Safety

General safety conditions listed in section 2.4.1.2 apply.

E. Design and construction

General design and construction conditions listed under 2.4.1.3 apply.

All sky signs shall be designed by a structural engineer.

F. Maintenance

General maintenance conditions listed in section 2.4.1.4 apply.

G. Other considerations

Approval for display will be granted by the relevant controlling authority at its discretion for a limited period ranging from 1 to 5 years. The advertisement contents of an approved sign shall not be changed without further approval based on an additional impact assessment.

GUIDELINE SHEET Type of sign: Class 3(b) ~ Roof signs

A. Description

This class consists of signs which are fixed to the roofs of buildings lower than 15 floors and used or partly used for commercial, office, industrial or entertainment purposes. Signs fixed to roofs of verandas or balconies shall not be included in this class. The main purpose of this class is to provide an opportunity for indicating important commercial, office, industrial or entertainment functions in a more prominent manner or for indicating commercial, office, industrial or entertainment functions or enterprises where the structure of a building hinders or prohibits the application of any other appropriate sign type.

Roof signs may also include any sign consisting of a single line of free-standing, individual, cut-out, silhouetted letters, symbols or emblems.



B. Appropriate opportunity

Roof signs shall be permitted only in urban areas of partial and minimum control and, in both instances, specific consent shall be required. Only locality-bound signs shall be permitted.

C. Performance standards

(i) Shape, size and height

The sign shall not be so fixed that the bottom of the sign is more than 120 mm above the nearest portion of the roof beneath it.

A roof sign shall be constructed in a straight line, except in the case of a V construction. In the case of a V construction, the two sides forming the sides of the V shall be of equal length. Furthermore, the distance between the sides at the open end (furthest from the apex of the V) shall not exceed the length of the sides.

A roof sign shall not exceed in size the areas set out below:

Height of sign above ground	Maximum area of sign
<6 m	2 m ²
6 m<9 m	4 m ²
9 m<12 m	8 m ²
12 m<18 m	12 m ²
18 m+	18 m ²

Note: In the case of a V-construction roof sign the above areas shall apply separately to the two vertical faces of the sides forming the V.

The sign shall not exceed 300 mm in thickness, except in the case of a V-construction sign.

Only one sign per building shall be allowed.

(ii) Position

A roof sign shall not project in front of a main wall of a building so as to extend beyond the roof of such a building in any direction.

In areas of partial control, roof signs shall, in the opinion of the controlling authority, be placed well below the ridges of pitched roofs so as not to form part of the skyline of such buildings.

(iii) Colour and texture

No limitations.

(iv) Illumination and animation

Illumination to comply with section 2.4.1.6 of this document.

D. Safety

General safety conditions listed in section 2.4.1.2 apply.

E. Design and construction

General design and construction conditions listed under 2.4.1.3 apply.

F. Maintenance

General maintenance conditions listed in section 2.4.1.4 apply.

GUIDELINE SHEET Type of sign: Class 3(c) ~ Flat signs

A. Description

This class consists of signs which are affixed to any external or main wall of a building used for commercial, office, industrial or entertainment purposes, excluding a parapet wall, balustrade or railing of a veranda or balcony of such a building. Such signs shall at no point project more than 300 mm from the surface of the main wall. A flat sign may consist of a panel/sheet or of individual numbers, letters or symbols.

A distinction can be drawn between:

- | Locality-bound flat signs which are attached to the front walls of buildings but which may also be attached to side and back walls.
- | Non-locality-bound flat signs which may be much larger and shall be attached only to the side and back walls of buildings which do not fulfil the function of a building facade.



B. Appropriate opportunity

Flat signs are allowed in urban areas of minimum, partial and maximum control and at centres of economic activity in rural and natural areas of

maximum control but shall be limited to buildings utilised for commercial, office, industrial or entertainment purposes and larger accommodation facilities. This sign type shall not be applicable to buildings used for residential purposes or for community services or community institutions, small enterprises and practices on residential premises, or small scale residential-oriented accommodation, which are provided for under class 3(j). Only locality-bound flat signs shall be allowed in areas of maximum control (natural, rural and urban).

Consent requirements shall be as follows:

- | **Areas of maximum control (natural, rural and urban):**
 - Specific consent in all areas of maximum control.
- | **Areas of partial and minimum control (urban)**
 - Specific consent for all non-locality-bound signs
 - Specific consent for all locality-bound signs above first-floor level.
 - Deemed consent for all locality-bound signs at first and ground floor level.

C. Performance standards

(i) Shape, size and height

In areas of minimum and partial control flat signs may be allowed rather freely at ground and first floor level in accordance with the commercial, industrial or entertainment character of such areas. However the necessary control shall be applied with regard to non-locality-bound flat signs and flat signs above first-floor level.

The maximum sizes for flat signs shall be as follows:

Locality-bound flat signs

The total flat sign area for any enterprise shall not exceed 20% of a specific ground floor facade of such an enterprise in areas of maximum control and 30% in areas of partial and minimum control. In the case of shopping centres, wall units on which flat signs are displayed shall not exceed 30% of a specific facade of the shopping centre (excluding office levels).

Non-locality-bound flat signs.

No non-locality-bound flat sign shall exceed 72 m². The actual size of such a sign will depend on the size of the specific side wall and on factors such as the character of the building and the streetscape as a whole.

An environmental impact assessment shall be required for any flat sign in excess of 36 m². Such an EIA shall include visual, social and traffic safety aspects.

The maximum projection of any part of a flat sign over a footway or ground level shall be 75 mm where such sign is less than 2,4 m above the sidewalk or ground level immediately below such sign and 300 mm where such sign is more than 2,4 m above such footway or ground level.

No more than one flat sign per enterprise shall be allowed in areas of maximum control and no more than two flat signs per enterprise in areas of partial and minimum control. No more than one non-locality-bound flat sign per wall shall be allowed.

Class 3(c) ~ Flat signs (continued)

(ii) Position

No flat sign shall cover a window or any other external opening of a building or obstruct the view from such an opening.

A flat sign shall not extend above the top or beyond either end of a wall. A flat sign shall be attached only to a flat wall surface. Non-locality-bound signs shall be attached only to the side and back walls of buildings which do not fulfil the function of a building facade.

Locality-bound flat signs shall not be displayed above the lower edge of a visible second-floor window in a specific building facade. Locality-bound flat signs for the following functions may be excluded from this condition:

- | Banks and financial institutions
- | Larger apartment stores
- | Larger hotels
- | Larger industries
- | Government institutions
- | Building names
- | Shopping centres

The above conditions on position do not apply to entertainment areas.

See general condition 2.4.1.5(a)(iv) with regard to illuminated signs within a restricted area on street corners.

(iii) Colour and texture

No limitations.

(iv) Illumination and animation

No limitations over and above those listed in 2.4.1.6 of this document.

D. Safety

General safety conditions listed under 2.4.1.2 apply.

E. Design and construction

Wall units to display flat signs at shopping centres shall, in the opinion of the controlling authority, be designed in such a way as to form a structural and architectural whole with such buildings.

General design and construction conditions listed under 2.4.1.3 apply.

F. Maintenance

General maintenance conditions listed under 2.4.1.4 apply.

GUIDELINE SHEET Type of sign: Class 3(d)~ Projecting signs

A. Description

This class consists of signs which is affixed to an external or main wall of a building used for commercial, office, industrial or entertainment purposes and which projects more than 300 mm from the surface of the main wall and which is affixed at right angles to the street line.



B. Appropriate opportunity

Projecting signs will be allowed in urban areas of minimum, partial and maximum control and at centres of economic activity in natural and rural areas of maximum control but shall be limited to buildings utilised for commercial, office, industrial or entertainment purposes and larger accommodation facilities. This sign type shall not be applicable to buildings used for residential purposes or for community services or community institutions, small enterprises and practices on residential premises, or small scale residential-oriented accommodation. These are provided for in class 3(j).

Only locality-bound projecting signs shall be allowed in all areas with the exception of entertainment areas.

Consent requirements shall be as follows:

Areas of maximum control:

- Specific consent shall be required in all areas of maximum control

Areas of partial and minimum control:

- Specific consent shall be required for all signs above first-floor level.
- All projecting signs below the lower edge of visible second-floor windows shall be subject to deemed consent.

C. Performance standards

(i) Shape, size and height

A projecting sign shall not be fixed at a clear height of less than 2,4 m nor exceed 300 mm in thickness. The maximum size and dimensions of projecting signs shall be as follows:

	Areas of maximum control	
	Clear height of sign	
	Below 6 m	Above 6 m
Maximum size	1,2 m ²	4,0 m ²
Maximum horizontal dimension	1,0 m	1,5 m
Maximum vertical dimension	1,5 m	3,0 m

Areas of partial and minimum control

	Clear height of sign	
	Below 6 m	Above 6 m
Maximum size	2,4 m ²	8,0 m ²
Maximum horizontal dimension	1,5 m	2,0 m
Maximum vertical dimension	3,0 m	5,0 m

Only one sign shall be allowed per enterprise facade.

(ii) Position

In areas of minimum and partial control projecting signs may be allowed rather freely below the lower edge of visible second-floor windows in accordance with the commercial, industrial or entertainment character of such areas. However, the necessary control shall be applied with regard to signs above the lower edge of visible second-floor windows.

Projecting signs above the lower edge of visible second-floor windows shall be limited to the following functions:

- | Banks and financial institutions
- | Larger apartment stores
- | Larger hotels
- | Larger industries
- | Government institutions
- | Building names
- | Shopping centres

Class 3(d) ~ Projecting signs (continued)

Entertainment areas are exempt from this rule.

A projecting sign shall not be fixed otherwise than at right angles to the street line.

A projecting sign shall not extend beyond the top of the main wall to which it is affixed or above the level of the top of any parapet wall, or above the level of the underside of the eaves or gutter of a building from which the sign projects.

Projecting signs may be suspended above sidewalks and therefore above urban road reserves [see general condition 2.4.1.5(a)(iii)(dd)]. However, a sign with a clear height of less than 6 m shall not project at any point more than 1 800 mm from the surface of the main wall to which it is affixed, or more than one half of the width of the sidewalk immediately below such sign, whichever is the smaller dimension.

The sign shall not be fixed in any way other than the top and the bottom of the sign being in the same vertical plane.

See general condition 2.1.4.5(a)(iv) with regard to illuminated signs within a restricted area on street corners.

(iii) Colour and texture

No limitations.

(iv) Illumination and animation

Illumination shall comply with section 2.4.1.6 of this document.

D. Safety

General safety conditions listed under section 2.4.1.2 apply.

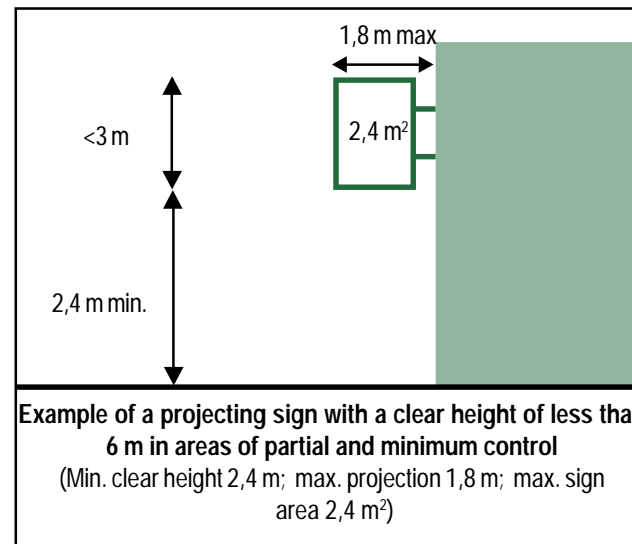
E. Design and construction

Sign supports shall, in the opinion of the controlling authority, be neatly constructed as an integral part of the design of the sign or otherwise it shall be concealed from view. Structural drawings shall be submitted for all projecting signs with a clear height of more than 6 m.

General design and construction conditions listed under 2.4.1.3 apply.

F. Maintenance

General maintenance conditions listed in section 2.4.1.4 apply.



GUIDELINE SHEET Type of sign: Class 3(e) ~ Veranda, balcony, canopy and underawning signs

A. Description

This class consists of:

- Signs affixed flat onto or painted on a parapet wall, balustrade or railing of a veranda or balcony.
- Signs affixed flat onto or painted on the fascia of a veranda or a beam over veranda columns.
- Signs affixed flat onto or painted on the fascia of a roof structure without walls such as a roof covering petrol pumps at a filling station.
- Signs suspended below the roof of a veranda or balcony (underawning signs).
- Signs placed on top of the roof of a veranda.
- Signs affixed to or painted on a pillar, column or post supporting a veranda, balcony or a roof structure without walls.
- Signs painted or printed on the fabric of a canopy or blind.



Only verandas, balconies and canopies which form part of buildings used for commercial, office, industrial or entertainment purposes or roofed structures without walls which are situated on premises used for such purposes shall be of relevance to this class.

B. Appropriate opportunity

This class of sign is permitted at centres of economic activity in natural and rural areas of maximum control (specific consent) and in urban areas of maximum (specific consent), partial (deemed consent) and minimum control (deemed consent).

C. Performance standards

(i) Shape, size, height and position

The following shall be relevant with regard to signs affixed flat onto or painted on a parapet wall, balustrade or railing of a veranda or balcony; affixed flat onto or painted on the fascia of a veranda or a beam over veranda columns or affixed flat onto or painted on a fascia of a roof structure without walls:

- No sign shall project at any point more than 100 mm from the surface to which it is affixed.
- No sign shall exceed a vertical dimension of 750 mm and a horizontal dimension of 2 400 mm.
- No sign shall extend above or below or beyond any of the extremities of a parapet wall, balustrade, railing, beam or fascia.
- Not more than one sign per enterprise facade shall be allowed. For an enterprise with a facade exceeding 20 m in length more than

one sign may be allowed but such signs shall be spaced at a minimum of 6 m intervals and the total sign length (horizontal dim.) per enterprise facade shall be limited to 4 000 mm.

Signs on balconies shall not be displayed above the lower edge of any visible second-floor window.

The following shall be applicable with regard to underawning signs:

- Signs shall be aimed at pedestrians and shall therefore be fixed at right angles to the street line.
- A minimum clear height of 2 400 mm.
- A maximum horizontal dimension of 2 000 mm.
- A maximum sign area of 1 m² on each face with a maximum of 2 m² in total sign area.
- No more than one sign per enterprise facade shall be allowed. For enterprise facades exceeding 20 m in length more than one sign may be allowed, but such signs shall be spaced at a minimum of 6 m intervals.

The following shall be applicable with regard to signs on top of veranda roofs:

- Signs shall be placed on top of veranda roofs only where such a veranda does not have an appropriate parapet wall, balustrade, railing, fascia or beam on which a sign may be affixed.
- Signs on adjacent buildings shall be aligned with each other in order to form a straight line.
- Signs shall be set parallel to the end of the veranda that faces

Class 3(e) ~ Veranda, balcony, canopy and underawning signs (continued)

the street or as near thereto as the configuration of the veranda roof will permit.

Signs shall not exceed beyond the extremities of the veranda roof nor project beyond the rear of any veranda roof gutter.

A sign shall not cover any window or obstruct the view from any such window.

Only one sign per enterprise facade shall be allowed.

Signs shall not exceed a maximum area of 1 m².

The following shall be applicable with regard to supporting columns, pillars or posts:

All signs shall be painted on or affixed flat onto the supporting column, pillar or post. Projecting signs shall be affixed only to columns, pillars or posts supporting a roof over fuel pumps at a filling station or roadside service area and shall not exceed 1,0 m² per sign face or 2 m² per total sign area.

No sign affixed flat onto a supporting column, pillar or post shall project more than 50 mm from the surface to which it is affixed.

No sign affixed flat onto a supporting column, pillar or post shall extend beyond any of the extremities of such a column, pillar or post. Signs affixed flat onto non-rectangular supporting structures shall be curved to fit the form of such a structure.

Only one sign per pillar, post or column shall be allowed, including signs projecting from pillars, posts or columns supporting a roof at fuel pumps.

No posters or placards shall be pasted onto any supporting column, pillar or post.

The following shall be applicable with regard to canopy signs:

The advertisement shall, in the opinion of the controlling authority, form an integral part of the canopy or blind without dominating the canopy structure or blind.

Any canopy shall complement the architecture and visual appearance of the building to which it is affixed and shall, in the opinion of the controlling authority, not dominate such building.

Class 3(e) signs may be suspended above sidewalks and therefore above urban road reserves [see general condition 2.4.1.5(a)(iii)(dd)].

(ii) Colour and texture

No limitations.

(iii) Illumination and animation

No illuminated sign or sign designed to reflect light shall be attached to or displayed on any splayed or rounded corner of a veranda, canopy or balcony at a street intersection, unless the bottom of such sign is a minimum of 6 m above the street immediately below. See also general condition with regard to restricted areas on street corners under 2.4.1.5(a)(iv)

D. Safety

General safety conditions listed under 2.4.1.2 apply.

E. Design and construction

General design and construction conditions listed under 2.4.1.3 apply.

F. Maintenance

General maintenance conditions listed under 2.4.1.4 apply.

GUIDELINE SHEET Type of sign: Class 3(f) ~ Signs painted on walls and roofs

A. Description

This class consists of signs painted directly onto the main walls or roof of a building used for commercial, office, industrial or entertainment purposes. Most signs in this class are painted on the side walls of buildings.



B. Appropriate opportunity

Signs painted on walls and roofs shall be permitted only in urban areas of partial control and minimum control and shall be subject to specific consent in both cases.

C. Performance standards

(i) Shape, size and height

Signs painted onto the facade or roof of a building shall not exceed 20% of the ground floor facade of the enterprise to which such sign pertains. Signs painted onto side or back walls which do not fulfil the function of a building facade shall not exceed 36 m². The actual size of such a sign

will depend on the size of the side or back wall concerned and on factors such as the character and appearance of the building and the streetscape as a whole.

No more than one sign per enterprise shall be allowed while no more than one non-locality-bound sign per wall shall be allowed.

(ii) Position

Non-locality-bound signs shall be limited to the side or back walls of buildings which do not fulfil the function of building facades while locality-bound signs are allowed on facade walls, roofs, side walls and back walls.

Signs painted onto the facade of a building shall be allowed only at a position below the lower edge of any visible second-floor window.

General condition 2.4.1.5(a)(iv) with regard to restricted areas on street corners applies.

(iii) Colour and texture

No limitations.

(iv) Illumination and animation

Illumination of signs painted onto walls and roofs shall not be permitted.

D. Safety

General safety conditions listed under 2.4.1.2 apply.

E. Design and construction

General design and construction conditions listed under 2.4.1.3 apply.

F. Maintenance

General maintenance conditions listed under 2.4.1.4 apply.

GUIDELINE SHEET Type of sign: Class 3(g) ~ Window signs

A. Description

This class consists of signs which are permanently painted on or attached to the window-glass of a building used for commercial, entertainment, office or industrial purposes, or any other permanent sign which is displayed within two metres of any window or other external opening through which it can be seen from outside such a building. [For temporary window signs see class 2 (d) (v)].



B. Appropriate opportunity

Window signs are permitted in all urban areas of control and at centres of economic activity in natural and rural areas of maximum control, but only on ground-floor windows, and are subject to deemed consent.

C. Performance standards

(i) Shape, size and height

The total area of all permanent signs painted on or attached to the windows of a specific enterprise shall not exceed 10% of the total ground-floor window area of such an enterprise in an urban and natural area of maximum control; 25% in a rural area of maximum control as well as an urban area of partial control; and 50% in an urban area of minimum control.

(ii) Position

Signs in this class shall not be allowed above ground-floor level.

(ii) Colour and texture

Colours shall, in the opinion of the controlling authority, be in harmony with the rest of the building and the general streetscape in urban areas of maximum control.

No limitations in other areas of control.

(iv) Illumination and animation

In urban and natural areas of maximum control no internally illuminated signs inside a building shall be visible from outside the building.

Illumination shall comply with section 2.4.1.6 of this document.

D. Safety

General safety conditions listed under 2.4.1.2 apply.

E. Design and construction

General design and construction conditions listed under 2.4.1.3 apply.

F. Maintenance

General maintenance conditions listed under 2.4.1.4 apply.

GUIDELINE SHEET Type of sign: Class 3(h) ~ Signs incorporated in the fabric of a building

A. Description

This class consists of advertisements incorporated in and forming an integral part of the fabric of a building.

An advertisement fixed to or painted on a building is not included in this class.

This class applies mostly to historical buildings but may also apply to modern buildings and structures such as farm gates.



B. Appropriate opportunity

Permitted in all areas of control. Specific consent shall be required.

C. Performance standards

No specific limitations are set provided the building or structure or any external face of it is not used principally for the display of advertisements.

Such advertisements shall, in the opinion of the controlling authority, also be in balance with the scale of the building and shall be visually and architecturally integrated in the building or structure.

D. Safety

No sign displayed shall, in the opinion of the roads authority, distract the attention of a driver in a manner likely to lead to unsafe driving conditions.

E. Design and construction

No sign shall, in the opinion of the controlling authority, be displayed in such a manner as to be detrimental or have a negative aesthetic impact on the urban design, streetscape or character of the environs.

F. Maintenance

Shall, in the opinion of the controlling authority, be maintained properly.

GUIDELINE SHEET Type of sign: Class 3(i) ~ Advertisements on forecourts of business premises

A. Description

This class consists of notices, signs and advertisements displayed in forecourts of businesses to draw attention to any commercial services, goods for sale, or other services available at the premises. A forecourt is an outdoor area which forms a functional part of a building housing an enterprise, and may include the area at a filling station where the pumps are situated, a terrace in front of a restaurant or café, a sidewalk café, etc. Any enclosing fence, wall, screen or similar structure will form part of a forecourt but forecourts shall not include sidewalk areas in front of business premises which are intended for pedestrian circulation. Combination signs at filling stations and roadside service areas are not included in this class but are provided for in class 4(b).



B. Appropriate opportunity

Signs complying with the guidelines given below may be displayed with deemed consent on forecourts in urban areas and on forecourts in centres of economic activity in natural and rural areas.

C. Performance standards

(i) Shape, size and height

Individual free-standing forecourt signs shall not exceed 1,64 m² for

single-sided signs and 3,28 m² for double-sided signs, which allows for the display of 4-sheet posters (1,05 m x 1,56 m).

The total permitted area for all free-standing forecourt advertisements shall not exceed 5 m² on each forecourt frontage to the premises, i.e. a building with two forecourt frontages shall have advertisements not exceeding 10 m² in all, provided that those on each frontage shall not exceed 5 m².

The total permitted area for all free-standing advertisements on the forecourts at filling stations and roadside service areas may be increased to 8 m² per forecourt frontage. Provision may also be made for additional non-free-standing signs at filling stations and service areas attached to fuel pumps, vending machines and similar non-advertising structures which shall have a maximum size of 0,15 m² per sign. (For advertisements on roof structures covering fuel pumps and advertisements attached to roof structure pillars [see class 3(e)].)

(ii) Position

As this class permits advertisements on the forecourts of business premises, any such notices, signs or advertisements shall be free-standing with the exception of additional signs at filling stations and roadside service areas attached to fuel pumps and similar non-advertising structures.

No forecourt sign shall be allowed inside any road reserve and forecourt signs shall, in the opinion of the controlling authority, not be positioned in such a way as to interfere with pedestrian circulation.

Forecourt signs shall be aimed at passing pedestrians and the users of the forecourt space concerned and shall not be aimed at passing motorists.

General condition 2.4.1.5(a)(iv) with regard to restricted areas on street corners applies.

(iii) Colour and texture

No limitations.

(iv) Illumination and animation

Illumination shall comply with section 2.4.1.6 of this document. No animation shall be allowed.

D. Safety

General safety conditions listed under 2.4.1.2 apply.

E. Design and construction

Hand-written messages are allowed on boards provided for this purpose.

General design and construction conditions listed under 2.4.1.3 apply.

F. Maintenance

General maintenance conditions listed under 2.4.1.4 apply.

GUIDELINE SHEET

Type of sign: Class 3(j) ~ Miscellaneous signs for residential oriented land use and community services

A. Description

This class consists of a variety of smaller notices and signs to be displayed on buildings or premises utilised for residential-oriented purposes and community services. Class 3(j) is aimed primarily at urban residential areas and community services but it includes places of residence in natural and rural environments such as farms and smallholdings and community services such as farm schools.

This class shall be limited to the following:

Identification, direction and warning with regard to place of residence, e.g.:

- Street numbers and names of houses, flat complexes, farms and smallholdings.
- Notices and signs such as "Beware of the dog", "No parking please", "Close the gate", and "No entrance".
- Nature of farm/smallholding and main activity on farm/smallholding.

Small businesses, enterprises and practices on urban residential premises (including urban smallholdings but excluding rural smallholdings) or in buildings that were originally constructed and used for residential purposes or for community services (i.e. residential areas where office and commercial encroachment has taken place). [For small businesses, enterprises and practices on farms and rural smallholdings, see class 3(k)].

- The name and nature of the business, practice or enterprise.

- The name(s) of the owner, practitioner or partners.

Small-scale urban accommodation facilities with a residential and neighbourhood character such as guest houses, bed and breakfast facilities, boarding houses and smaller hotels. [For small-scale accommodation facilities on farms and rural smallholdings, see class 3(k)].

- Name and nature of the facility/enterprise.
- Name(s) of the proprietor or partners.

Community services and institutions such as religious, educational, cultural, recreational and certain medical and similar institutions.

- Name and nature of institution.
- Name(s) of practitioner(s).
- Nature and extent of service, opening times, etc.

A variety of signs, which differ in appearance and character, may be used in this class, such as:

Signs affixed flat onto or painted on a building and other existing structures such as boundary walls, gates and gate structures.

Pole-mounted signs.

Signs which include more solid and elaborate supporting structures that form a visual border around the sign panel.



B. Appropriate opportunity

These signs are permitted in all areas of control with deemed consent but shall be subject to compliance with the guidelines and conditions listed below. It may be necessary to have building plans approved for certain supporting structures.

C. Performance standards

(i) Shape, size and height

Direction and warning signs and notices such as "Beware of the dog" and "Close the gate" shall not exceed a total area of 0,5 m² per premises, but if there is more than one entrance to the premises on different road frontages, a total sign area of 1 m² may be displayed (with not more than 0,5 m² per frontage).

Name and nature of enterprise, practice, accommodation facility and place of residence as well as name of proprietor, partner or practitioner: One sign with a maximum area of 1,5 m² per premises is allowed. If there is more than one entrance to the premises on different road frontages, two advertisements with a maximum area of 1,5 m² each may be displayed (each on a different frontage). Where a more elaborate and solid supporting structure is provided the maximum area per sign, including the supporting structure, may be increased to 3 m² on the assumption that the sign panel or lettering shall not occupy more than 50% of the total sign area. In cases where more than one farm or smallholding share the

Class 3(j)~ Miscellaneous signs for residential oriented land use and community services (continued)

same unnumbered or private access route or more than one enterprise share the same premises, a combination sign or collective board shall be provided which will allow for 1 m² per farm, smallholding or enterprise.

Name and nature of institutions and other community facilities: Owing to the larger amount of information to be conveyed to the public a larger sign with a maximum area of 3 m² may be allowed per premises. If there is more than one entrance to the premises on different road frontages two signs with a maximum area of 3 m² each may be displayed (each on a different frontage). Where a more elaborate and solid supporting structure forms part of the sign the total sign area may be enlarged to 6 m², on the assumption that the actual sign panel or lettering shall not occupy more than 50% of the total sign area. In cases where more than one institution or community facility share the same premises, a combination sign or collective board shall be provided which will allow for 2 m² per institution or community facility.

Street numbers: One sign per road frontage of each premises is allowed with a minimum letter size of 150 mm and a maximum letter size of 350 mm.

Height of free-standing signs: The highest point of any single free-standing sign shall not exceed 3 m above ground level, while the highest point of any combination sign shall not exceed 4 m above ground level.

The name or logo of the sponsor of a sign shall be allowed only on the name signs of farms and smallholdings and shall not occupy more than one third of the total area of the sign.

(ii) Position

All signs in this class shall be allowed only on the premises to which they specifically refer or on the boundary wall or fence or gate of such premises.

Farm or smallholding name signs shall be displayed next to the entrance of the access road to the homestead or alternatively it shall be affixed to the gate at the entrance of such access road. In the case of several farms/ smallholdings sharing an unnumbered or private access road, a collective advertisement board or combination sign shall be required at the entrance to the access road. If any official traffic sign bearing a destination or route number is displayed at the entrance to such access road, no farm/ smallholding name signs shall be allowed.

Free-standing signs in this class shall be allowed only when it is not practical or visually acceptable to attach a sign to a building, boundary wall, boundary fence, gate or gate structure.

General condition 2.4.1.5(a)(iv) with regard to restricted areas on street corners applies. Class 3(j) signs shall be allowed only inside such restricted areas, but not inside road reserves, if there is no other appropriate way of displaying such signs.

(iii) Colour and texture

Should harmonise with the building on the premises, wherever possible.

(iv) Illumination and animation

No animation shall be allowed and no illumination of signs shall be allowed in natural and rural areas.

Illumination of signs in urban areas shall comply with section 2.4.1.6 of this document.

D. Safety

General safety conditions listed under 2.4.1.2 apply.

E. Design and construction

Signs and, especially, supporting structures should harmonise with the buildings and other structures on the premises as to materials, colour, texture, form, style and character, wherever possible.

A standardised name sign (colour, form and letter type) for all smallholdings in a specific area, indicating, the name of the smallholding, the name of the owner as well as the property number, is preferable.

Where several smallholdings are sharing the same access road a smaller sign indicating the property numbers in question only should be considered instead of a larger combination sign indicating property names and names of owners.

General design and construction conditions listed under 2.4.1.3 apply.

F. Maintenance

General maintenance conditions listed under 2.4.1.4 apply.

GUIDELINE SHEET Type of sign: Class 3(k) ~ On-premises business signs

A. Description

This class consists of locality-bound signs which are aimed at identifying and locating:

- | Businesses, enterprises and industries in urban areas.
- | Businesses and enterprises at centres of economic activity in natural and rural areas, including farm stalls and other enterprises on farms and smallholdings.

On-premises business signs shall provide only information on the name and nature of the enterprise, the nature of goods sold or services provided and the name of the proprietor, partner or practitioner. This sign type shall include only the following:

- | Individual free-standing signs on specific business premises.
- | Signs on appropriate structures on specific premises, such as boundary walls, gates and gate structures.
- | Combination signs which indicate several businesses or enterprises and which are provided at shopping centres, industrial areas and parking areas shared by several enterprises. In this case the concept of locality-bound is broadened so that premises includes the shopping centre or industrial estate as a whole or a communal parking area, together with related enterprises.

This class shall not include small businesses on urban residential sites or in buildings that were originally constructed for residential or community purposes [see class 3(j)].



B. Appropriate opportunity

This sign type is permissible in all areas of control but shall be subject to specific consent. It may be necessary to have building plans approved for certain supporting structures. This class shall not cater for all businesses, but shall only be provided in the following instances:

- | Where the building housing an enterprise is situated relatively far back from the road or street onto which it faces and passing motorists or pedestrians may have difficulty in noticing any signs affixed to such a building.
- | In cases where it is not structurally possible or visually feasible to affix appropriate signs [such as classes 3(c), 3(d) and 3(e)] to a building.
- | Where such a sign is needed to locate the entrance to business premises or the private access road to a business.
- | Where a free-standing combination sign may prevent the proliferation of signs.

In rural and natural areas the need for on-premises business signs may be reduced by making use of brown *tourism signs* [class 4(c)] to indicate certain facilities and services.

C. Performance standards

(i) Shape, size and height

Only one sign or advertising panel on a combination sign shall be allowed per enterprise. If there is more than one entrance to premises on different road frontages, two signs or advertising panels may be allowed per enterprise, each on a different road frontage.

Signs in this class shall be limited to the following maximum size:

Areas of maximum control:

| signs at farm stalls and access roads to farms and smallholdings: A maximum sign area of 2 m² provided that where a sign is affixed to a non-advertising structure such as a boundary wall, gate or gate structure it shall not occupy more than 50% of the structure to which it is affixed. No sign shall extend above or beyond any of the extremities of the structure to which it is affixed. Where a more elaborate and solid advertising structure is used the maximum area per sign, including the supporting structure, may be increased to 4 m², with the proviso that the sign panel or lettering shall not occupy more than 50% of the total sign area. Where a sign is incorporated in a combination sign at an access road a maximum sign panel area of only 1,5 m² shall be allowed.

| All other signs: A maximum sign area of 4,5 m², provided that where a sign is affixed to a non-advertising structure such as a boundary wall or gate structure it shall not occupy more than 50% of the structure to which it is affixed. No sign shall extend above or beyond any of the extremities of the structure to which it is affixed. Where a more elaborate and solid advertising structure is used the maximum area per sign, including the supporting structure, may be increased to 9 m², with the proviso that the actual sign panel or lettering shall not occupy more than 50% of the total sign area. Where a sign is incorporated in a combination sign a maximum area of only 3 m² per advertising panel shall be allowed.

Areas of partial and minimum control:

| A maximum of only 6 m² per sign shall be allowed, provided that where a sign is affixed to a non-advertising structure such as a boundary wall or gate structure it shall not occupy more than 50% of the structure to which it is affixed. No sign

Class 3(k)~ On-premises business signs (continued)

shall extend above or beyond any of the extremities of the structure to which it is affixed. Where a more elaborate and solid advertising structure is used, the maximum area per sign, including the supporting structure, may be enlarged to 12 m², with the proviso that the actual sign panel or lettering shall not occupy more than 50% of the total sign area. Where a sign is incorporated in a combination sign a maximum area of only 4,5 m² per sign panel shall be allowed.

The highest point of any sign shall not exceed the following height above ground level:

	Single free-standing sign	Combination sign
Areas of maximum control		
Signs at farm stalls and farm access roads	3 m	4 m
All other signs	4 m	7 m
Areas of partial and minimum control	4 m	10 m

The name or logo of the sponsor of any on-premises business sign shall not occupy more than one third of the total area of such sign and it shall refer to products and services available on those specific premises or at that specific enterprise.

Signs shall not have in their design any letters, figures, symbols or similar features over 0,75 m in height in areas of partial and minimum control, and over 0,35 m in areas of maximum control.

(ii) Position

A sign permitted by this class shall not serve as an advance sign and shall be displayed only on the premises where the business is conducted. Where a business or enterprise such as a stall or guest house is situated on a large property such as a farm the sign shall be placed in the immediate vicinity of the enterprise where such an enterprise is adjacent to or visible from a public road; if the enterprise is not adjacent to or visible from a public road the sign shall be placed at the entrance of the private access road to the enterprise.

Signs indicating roadside enterprises such as farm stalls or roadside cafés shall not be closer than 5 m from the road reserve fence. Such enterprises shall have direct access to the public road.

Since combination signs at shopping centres and industrial estates contain a large amount of information, such combination signs shall be designed and located with care so as not to create a traffic safety hazard resulting from an information overload in the opinion of the roads authority.

No sign shall obstruct the view from any adjacent building. General conditions on position under 2.4.1.5 apply.

(iii) Colour and texture

No limitations.

(iv) Illumination and animation

Internal and external illumination are permitted in areas of minimum and partial control, while only external illumination shall be permitted in areas of maximum control. Animation shall be prohibited in all areas of control

(v) Content

Signs in this class shall refer only to the name and nature of the business or enterprise on the premises; the brandname and nature of the goods for sale or goods produced; the nature of services provided; and the name of the person(s) or firm who own(s) the business or provide(s) the goods or services at the premises.

D. Safety

General safety conditions under 2.4.1.2 apply.

E. Design and construction

In order to prevent the proliferation of signs at shopping centres or at other premises or access roads housing or leading to several enterprises, individual on-premises business signs shall be incorporated in combination signs. The design of such combination signs shall be of a high standard and shall, in the opinion of the controlling authority, harmonise with the architecture of the shopping centre or other buildings or structures such as entrance gates. Messages on the individual panels or boards of combination signs shall be as concise and legible as possible.

On-premises business signs at access roads to farms or smallholdings shall be co-ordinated with class 3(j) signs indicating farm/smallholding names in order to form a single combination sign. The necessary harmony shall be obtained by using the same form, letter type and colour for the various parts of the combination sign.

General design and construction conditions under 2.4.1.3 apply.

F. Maintenance

General maintenance conditions under 2.4.1.4 apply.

GUIDELINE SHEET Type of sign: Class 3(I) ~ Advertising on towers, bridges and pylons

A. Description

This class consists of signs affixed to or painted on towers and bridges not used primarily for advertising purposes. Included here are signs on cellular telephone base station towers, water towers, radio towers, silos and similar structures. Also included in this class are signs attached to pylons.



B. Appropriate opportunity

Advertising on towers, bridges and pylons shall not be permitted in any area of maximum control, but shall only be permitted in urban areas of minimum control and partial control, subject to specific consent. Advertising shall also not be allowed on bridges across an urban freeway in accordance with general condition 2.4.1.5(a)(ii).

C. Performance standards

(i) Shape, size and height

A maximum of only 2 signs per tower, bridge or pylon shall be permitted. The maximum aggregate sign area per tower, bridge or pylon shall not exceed 36 m².

In the case of pylon signs, the pylon without the sign shall be such that the entire assembly can be wholly contained within a notional vertical cylindrical figure having a diameter of 6 m and a height of 12 m. No protruding part of a pylon sign shall be less than 2,4 m above the highest point of the existing ground level immediately below such pylon or sign.

(ii) Position

No sign shall extend beyond the top of a tower, or above, below or beyond any of the extremities of a bridge. No sign shall be affixed to any structural column of a bridge. Signs shall not project more than 300 mm from the main wall of a tower or from a bridge structure.

(iii) Colour and texture

No limitations.

(iv) Illumination and animation

Illumination or animation may be permitted in areas of minimum control provided such illumination or animation does not constitute a road safety hazard or cause undue disturbance in the opinion of the roads authority. Illumination and animation shall not be permitted in areas of partial control.

D. Safety

General safety conditions listed under 2.4.1.2 apply.

E. Design and construction

Any sign permitted by this class shall be affixed to the tower, pylon or bridge in a manner which has been designed and erected to the satisfaction of the local authority.

Every pylon shall be independently supported and, for this purpose, properly secured to an adequate foundation in the ground and entirely self-supporting without the aid of guys, stays, brackets or other restraining devices.

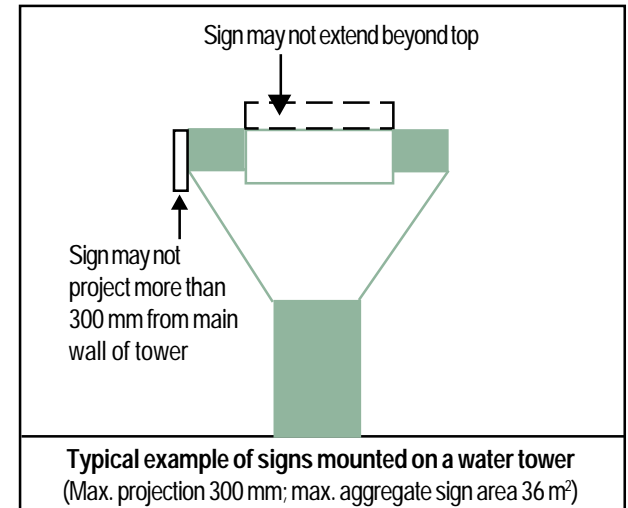
General design and construction conditions listed under section 2.4.1.3 apply.

F. Maintenance

General maintenance conditions listed in section 2.4.1.4 apply.

G. Other considerations

Signs displayed on bridges in urban areas of minimum and partial control shall require written permission from the relevant roads authority.



GUIDELINE SHEET

Type of sign: Class 3(m) ~ Advertisements on construction site boundary walls and fences

A. Description

This class consists of signs fixed flat against or on top of any fence or wall where such fence or wall forms the boundary of a site where construction work is being carried out. Walls of buildings are excluded from this class.



B. Appropriate opportunity

This form of signage shall be permitted only in urban areas of minimum and partial control on condition that such signs conceal an unsightly condition arising out of the use to which the property is lawfully being put, and on condition that such signs shall, in the opinion of the controlling authority, be making a positive contribution to the visual environment. Specific consent shall be required.

C. Performance standards

(i) Shape, size and height

A sign in this class shall not exceed a vertical dimension of 3 m and shall not exceed a total area of 18 m².

(ii) Position

The sign shall not be placed on the top of a fence or wall if it is not positioned to rest directly thereon.

The sign shall not project more than 100 mm to the front of the wall or fence to which it is affixed.

General condition 2.4.1.5(a)(iv) apply.

(iii) Colour and texture

No limitations.

(iv) Illumination and animation

Illumination or animation shall not be permitted.

D. Safety

General safety conditions as listed under 2.4.1.2 of this document apply.

E. Design and construction

No sign shall be painted or pasted directly onto a construction site boundary wall or fence. Poster signs in this class shall therefore be enclosed with definite panels, which shall be uniform in size and level.

Signs and fence or wall shall be treated as a visual unity. Wherever possible, project boards [class 2(d)(iv)] should also be incorporated in this unified design.

Construction site signs should always make a positive contribution to a particular streetscape.

General design and construction conditions as listed under 2.4.1.3 of this document apply.

F. Maintenance

General maintenance conditions as listed under 2.4.1.4 of this document apply.

G. Other considerations

These signs shall be erected only for the duration of the construction work.

Class 4

Signs for the tourist and traveller

Signs aimed at tourists and travellers have an important role to play in all three landscape types. The actual visual impact ranges from relatively high in the case of service facility signs at highway service complexes to relatively low in the case of brown tourism signs that harmonise with the environment. These signs have the primary function of directing the tourist and traveller and of indicating the availability of certain services. They therefore have a rather high necessity value.

GUIDELINE SHEET

Type of sign: Class 4(a) ~ Sponsored road traffic projects

A. Description

This class consists of signs relating to the sponsoring of projects specifically intended for road users aimed at the provision of road services, the promotion of road safety or the management and conservation of road-side environments.

This class also includes logos or brand names to be displayed on the sides of SOS telephones by sponsors.

Signs shall refer only to the name of the project and the name or logo of the sponsor.



B. Appropriate opportunity

This form of advertising is permitted in all areas of control and shall be subject to specific consent in all areas of maximum control and deemed consent in areas of partial and minimum control.

C. Performance standards

(i) Shape, size and height

Signs permitted by this class shall not exceed 4,5 m² in area and shall not have any part higher than 3 metres above ground level.

The name or logo the sponsor of a project shall not occupy more than one third of the total of any sign.

In the case of advertisements on SOS call boxes, duplicate advertisements can be attached to each side of the call box. Sizes shall be limited to 0,04 m² on each side of the call box.

(ii) Position

Advertisements permitted by this class may be displayed inside the road reserve of all roads but not on road islands or medians. [General conditions 2.4.1.5(a)(i) and 2.4.1.5(a)(iii)(aa) apply.] See also other general conditions on position under 2.4.1.5.

The minimum distance between signs on the same side of the road shall be 1 km.

(iii) Colour and texture

No limitations.

(iv) Illumination and animation

Illumination or animation shall not be permitted.

D. Safety

General safety conditions listed under 2.4.1.2 apply.

E. Design and construction

General design and construction conditions listed under 2.4.1.3 apply.

F. Maintenance

GUIDELINE SHEET Type of sign: Class 4(b) ~ Service facility signs

A. Description

This class consists of combination signs displayed at filling stations and roadside service areas (rest and service areas) which may provide a variety of services such as fuel pumps, workshops, rest rooms, car washes, shops, accommodation facilities, restaurants, fast food outlets and autotellers.



Advertisements on such combination signs shall refer only to the name or logo of a business, company or person providing a service or shall indicate the type of service provided. Only locality-bound signs shall be allowed.

Signs in this class shall be limited to service facilities adjacent to and directly accessible from the public road at which such a sign is directed.

B. Appropriate opportunity

This class is permitted in all areas of control and signs in this class shall require specific consent.

C. Performance standards

(i) Shape, size and height

A combination sign shall not exceed the following dimensions:

	Height	Width
Urban areas	7 m	2 m
Natural areas and urban freeways	10 m	3 m
Rural areas	20 m	6 m

A maximum of 8 advertising panels shall be allowed per combination sign and only one business/enterprise or service shall be allowed per advertising panel.

An advertising panel shall not exceed the following sizes:

Urban areas	4,5 m ²
Natural areas and urban freeways	6 m ²
Rural areas	18 m ²

Only one combination sign as permitted by this class shall be allowed on the premises of a filling station or roadside service area.

(ii) Position

Signs in this class shall be positioned in strict accordance with the engineering requirements of the controlling authority or roads authority responsible for the road adjacent to the service facility.

General condition 2.4.1.5(a)(iv) with regard to restricted areas on street corners shall also apply to service facility signs along urban roads.

(iii) Colour and texture

No limitations.

(iv) Illumination and animation

Illumination shall be permitted only if the business provides a 24-hour service. Facilities with limited after-hours services shall be allowed to illuminate their advertisements during their business hours only. No animation shall be permitted.

D. Safety

General safety conditions listed under 2.4.1.2 apply.

E. Design and construction

For larger signs permitted by this class the applicant shall submit a proposal for approval by the relevant authority. The proposal shall include a location plan, detail drawings of the sign and an engineer's certificate verifying that the sign was designed by a structural engineer.

F. Maintenance

General maintenance conditions listed under 2.4.1.4 apply.

G. Other considerations

Supplementary signs at roadside service areas, which do not form part of a combination sign permitted under this class, shall be used for internal direction and orientation only and shall not be aimed at passing motorists. Sufficient landscaping shall, in the opinion of the controlling authority, be undertaken to screen rest and service areas from freeways. Internal rest and service "totem" signs, which form part of *tourism signs* under the South African Road Traffic Signing System, could play an important role with regard to internal direction and orientation at such roadside service areas. (See SARTSM Vol. 1 par. 4.9.23.)

GUIDELINE SHEET Type of sign: Class 4(c) ~ Tourism signs

A. Description

This class consists of tourism signs which form part of the South African Road Traffic Sign System and which are provided supplementary to *direction signs*. The SARTSM shall therefore serve as the main guideline for the provision of tourism signs.

Tourism signs have a distinct shape (mostly trapezoidal) and colour (white on brown) with only a few exceptions. Symbols are used to a large extent in order to reduce the need for text on sign faces.

The main objective of tourism signs is to inform and guide tourists in the final stages of their journeys. This sign class provides a standardised, safe, functional and environmentally acceptable way of transferring directional information regarding a diversity of localities, facilities, activities and services which might be of interest to the tourist and traveller.

Tourism signs fulfil an important role as the only advance and non-locality-bound sign permitted by SAMOAC in natural and rural environments. This sign type could also play an important role in urban areas by alleviating the need for inappropriate advance signs and advertisements.

For more information on the description, meaning and application of tourism signs see SARTSM, Vol. 1, Section 4.9; Vol. 2, Chapter 4.



B. Principles

The following principles shall apply to the provision of tourism signs:

The sole purpose of tourism signs shall be to provide directional information to the tourist and traveller and they shall never be regarded as commercial and competitive advertisements for the facilities, activities and services concerned and shall therefore never be misused for the direct promotion of such facilities, activities or services.

The use of tourism signs should be promoted in order to alleviate the need for other less appropriate or unacceptable sign types and in this way achieve a less complex and more functional system of information transfer.

The installation of a large number of tourism signs and possible sign clutter should be avoided by providing information lay-bys or information centres in urban areas and in other complex situations. In urban areas class 2 (a) sign structures (*large poster structures and street furniture*) may also be used for displaying street maps and other tourist information.

The standard of tourist facilities and the quality of services should be taken in consideration when providing tourism signs.

Tourism signs should be seen as one of many methods of providing the tourist with information and should be incorporated in a comprehensive tourism promotion strategy which will include other mechanisms such as maps, brochures and advertising through various media.

For more comprehensive information on signing policies, principles and objectives see SARTSM, Vol. 1, Section 4.9.

C. Appropriate opportunity

This class is permitted in all areas of control and shall require specific consent.

Being road signs tourism signs may be displayed within all road reserves.

D. Performance standards

For information on aspects such as shape, size, colour, position, dimensional detail and sign face layout of tourism signs see SARTSM, Vol. 1, Section 4.9; Vol. 4, Chapter 7.

E. Safety

General engineering principles and guidelines in SARTSM with regard to traffic safety shall apply.

F. Design and construction

General guidelines and conditions in SARTSM with regard to the design and construction of road signs apply.

G. Maintenance

General guidelines in SARTSM with regard to the maintenance of road traffic signs shall apply (see SARTSM, Vol. 1, Section 1.10).

GUIDELINE SHEET Type of sign: Class 4(d) ~ Functional advertisements by public bodies

A. Description

This class consists of functional signs of local authorities and other statutory undertakers such as utilities and public transport operators, displayed wholly for the purpose of announcement or direction in relation to any of the functions of a local authority or to the operation of a statutory undertaking which -

- is reasonably required to be displayed for the safe or efficient performance of those functions or operation of that undertaking, and
- cannot be displayed under any other class.

These signs may include a notice board at a municipal swimming pool, a bus or rail timetable, a warning notice at an electricity substation, and the display of by-laws for recreation grounds or open space.

Signs in this class shall not be misused for the purposes of commercial and competitive advertising.

By making use of *public transport regulatory signs* R325 and R326 provided under the South African Road Traffic Sign System the need for functional advertisements by transport operators may be reduced (see



SARTSM, Vol. 1, section 2.10). These regulatory signs allow the logo of the service provider to be displayed.

B. Appropriate opportunity

These advertisements may be displayed in all areas of control and may be displayed with the deemed consent of the decision-making authority.

C. Performance standards

(i) Shape, size and height

Signs permitted by this class shall not exceed 0,55 m² in area. Larger signs may be allowed at the discretion of the local authority if justified by specific circumstances.

(ii) Position

Advertisements permitted by this class may be displayed inside all road reserves other than freeways.

(iii) Colour and texture

No limitations.

(iv) Illumination and animation

Illumination may be provided if there is a need for information or directions to be read after dark.

D. Safety

General safety conditions as listed under 2.4.1.2 of this document apply.

E. Design and construction

General design and construction conditions as listed under 2.4.1.3 of this document apply.

F. Maintenance

General maintenance conditions as listed under 2.4.1.4 of this document apply.

Class *5*

Mobile signs

These signs will be concentrated in urban areas but since they are mobile they might also occur in other landscape types. Most mobile signs will have a relatively low aesthetic impact. However, owing to their highly mobile nature advertisement trailers may be very difficult to control and may have a relatively high impact on traffic safety. Mobile signs have a low necessity value.

GUIDELINE SHEET Type of sign: Class 5(a) ~ Aerial signs

A. Description

This class consists of aerial signs painted on, attached to or produced by an aircraft, such as:

- | A captive balloon
- | A kite
- | An unmanned free balloon
- | A manned free balloon
- | An airship (moored)
- | An aeroplane (banner towing or smoke signals)
- | A craft for parasailing
- | A hang-glider
- | A model- or radio-controlled aircraft
- | An aircraft towed behind a vehicle or vessel for the purpose of flight



Photo: OAASA

B. Appropriate opportunity

These signs will be permitted in all areas of control with the exception of natural areas of maximum control and shall require specific consent.

C. Performance standards

(i) Shape, size and height

No captive balloon, craft for parasailing, kite, hang-glider, model or radio-controlled aircraft or any aircraft towed behind a vehicle or ves-

sel for the purpose of flight shall be flown at a height of more than 45 metres from the surface (measured from ground level or from the surface on which a towing vehicle or vessel is travelling to the top of the craft) except with the written permission of the Commissioner of Civil Aviation. There are no shape or size restrictions for aerial signs.

(ii) Position

Except with the written permission of the Commissioner of Civil Aviation, no captive balloon, craft for parasailing, kite, hang-glider, model or radio-controlled aircraft or any aircraft towed behind a vehicle or vessel for the purpose of flight shall be flown-

- | closer than five nautical miles from the aerodrome reference point of an aerodrome;
- | above a public road and in the case of an aircraft towed behind a vehicle or vessel such aircraft shall not take off from or land on a public road.

An advertisement on a captive balloon or on any other captive craft shall not be displayed within the visual zone along a freeway.

(iii) Colour and texture

No colour or texture limitations are imposed for aerial signs.

(iv) Illumination and animation

Illumination or animation shall not be allowed on aerial signs, with the exception of illuminated airships when moored.

D. Maintenance

General maintenance principles listed under section 2.4.1.4, as applicable.

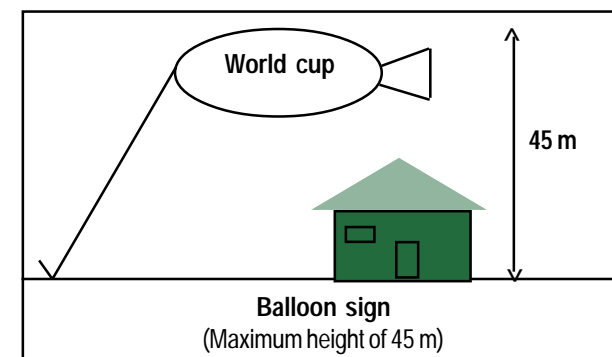
E. Other considerations

With the exception of moored airships, aerial signs shall be displayed in daylight hours only. No sign shall be displayed for a period exceeding two weeks in any calendar year.

No captive or unmanned free balloon shall be flown without the special written permission of the Commissioner of Civil Aviation. Approval for flying a captive balloon will be considered by the Commissioner only after permission by the local authority has been granted.

Manned free balloons have to meet certain conditions before they may be flown within controlled airspace.

Aeroplanes and airships shall not be flown below a certain minimum height, as stipulated by aviation regulations, without special permission.



GUIDELINE SHEET Type of sign: Class 5(b) ~ Vehicular advertising

A. Description

This class consists of advertisements on self-driven vehicles which are normally moving on land or water, including taxis, buses, trains and delivery vehicles, but excluding aircraft.



B. Appropriate opportunity

This form of advertising is permitted in all areas of control and is subject to deemed consent.

No vehicle shall be used for the sole purpose of advertising.

C. Performance standards

No animation shall be allowed.

Illumination of advertisements shall be limited to the following:

- An internally illuminated sign which indicates that a taxi is for hire.

Retroreflective signs with the colours red to the back, yellow to the side and white to the front of a vehicle.

No other specific performance requirements are prescribed.

D. Safety

General safety conditions listed under 2.4.1.2 apply.

E. Design and construction

General design and construction conditions listed under 2.4.1.3 apply.

F. Maintenance

General maintenance conditions listed under 2.4.1.4 apply.

GUIDELINE SHEET Type of sign: Class 5(c) ~ Trailer advertising

A. Description

This class consists of advertisements displayed on trailers. A clear distinction must be made between stationary advertisements and advertisements in motion and therefore between two types of trailers. **Advertisement trailers** are of a relatively light construction, carry double-sided "billboard-type" advertisements and are parked at strategic locations for the sole purpose of advertising. Advertisements may also be displayed on heavier **transport trailers** used for the primary purpose of transporting goods and towed by trucks, vans or similar vehicles. Transport trailers are not used for the primary purpose of advertising.



B. Appropriate opportunity

Stationary advertisement trailers aimed at the road user and which are visible from any public road shall be parked only on sites designated by the controlling authority in urban areas of partial and minimum control. An advertisement trailer may also be parked on any other site in an urban area of partial or minimum control for the purpose of public display as long as it is not visible from any public road and as long as it

does not interfere with pedestrian movement. All advertisement trailers shall be subject to specific consent unless not visible from a public road in which case deemed consent shall apply.

Advertisement trailers shall not be towed for the primary purpose of advertising. An advertisement trailer displaying any advertisement shall therefore be towed only to and from a specific site and shall not be towed between the hours of 07:00 and 18:00. Advertisement trailers shall not display any advertisements while being towed on a freeway.

Advertisements displayed on trailers used for the transportation of goods shall be limited to heavier trailers which are able to resist cross winds of up to 30 m per second. Advertisements on transport trailers shall be subject to deemed consent. Advertisements displayed on a transport trailer shall, in the opinion of the controlling authority, be painted or attached to the sides of the trailer in a permanent manner. No transport trailer shall, in the opinion of the controlling authority, be used for the sole purpose of advertising.

C. Performance standards

(i) Shape, size and height

Any sign displayed on an advertisement trailer shall not exceed a vertical dimension of 3 m and a horizontal dimension of 6 m.

(ii) Position

Trailer sites for the parking of advertisement trailers aimed at road users shall be identified by the controlling authority by means of an EIA process and may include public as well as private land. Such an environmental impact assessment shall include visual, social and traffic safety aspects and shall also take the efficiency of control measures into consideration. This type of advertising is very difficult to control owing to its highly mobile nature. If a controlling authority does not have the capacity to control

advertisement trailers, they should not be permitted by such an authority at all.

An advertisement trailer shall only be parked at a stand demarcated by the controlling authority on a designated trailer site and shall be properly secured at both ends in order to withstand strong winds. The minimum distance between stands and sites shall be determined by the controlling authority through an EIA process. Only one trailer per stand shall be allowed.

No advertisement trailer displaying an advertisement shall be parked inside a road reserve or be visible from a freeway within a distance of 50m outside the road reserve boundary of such a freeway or shall be parked within a restricted area at street corners [general condition 2.4.1.5(a)(iv)]

(iii) Illumination and animation

No animation shall be allowed.

Illumination shall be limited to retroreflective signs with the colours red to the back, yellow to the side and white to the front of the trailer.

D. Safety

No person shall tow an advertisement trailer through any public street if, in the opinion of the roads authority, such trailer hinders or obstructs traffic in such street or is likely to do so.

General safety conditions listed under 2.4.1.2 apply.

Class 5(c) ~ Trailer advertising (continued)

E. Design and construction

The name and phone number of the operator together with a disc issued by the controlling authority shall be displayed on all advertisement trailers.

The design and construction of both advertisement trailers and transport trailers shall comply to the relevant sections of the Road Traffic Act , 1989 (Act No. 29 of 1989) and SABS standards for trailers.

General design and construction conditions listed under 2.4.1.3 apply.

F. Maintenance

General maintenance conditions listed under 2.4.1.4 apply.